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MID-YEAR INDEX NUMBER

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

PERIODICAL ROOM
GENERAL LIBRARY
UNIV. OF MICH.

VOL. CXIV

NEW YORK, JULY 7, 1928

No. 1

Tall Tales from Bewildered Bookstores

A SALESMAN recently told us of a bookstore proprietor who ordered "Mirrors of Washington" because he was interested in Colonial furniture; and a bookseller reports a customer who wanted five copies of Fabre's "Mason Bees" to give to friends who were also Masons.

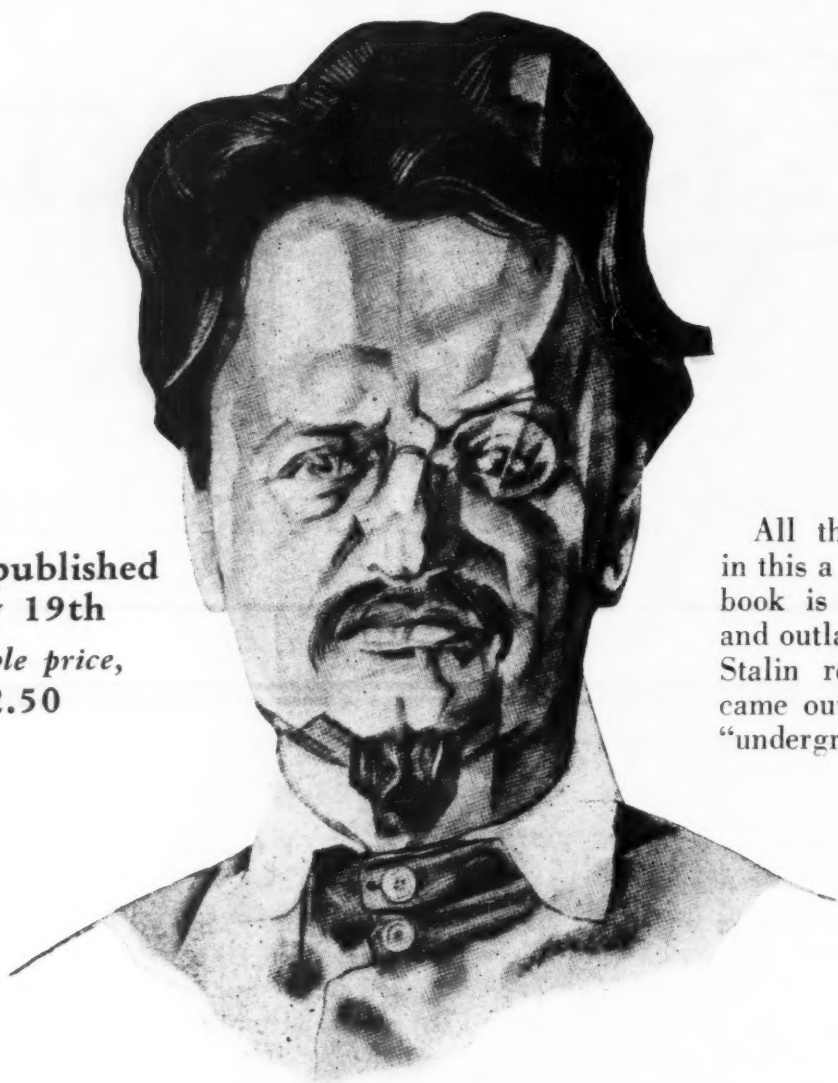
Silly mistakes, aren't they? . . . Still, in a way, quite understandable. But there's one book this summer that nobody can go wrong on . . . a book that's bringing you easy questions to answer. "What's the new Philip Gibbs' novel?" "What's a good novel about modern life?" "What's that novel by Gibbs that everyone's talking about?" "What's the most discussed novel so far this year?" "My son's just home from college . . . My mother is going abroad . . . My niece is a very modern girl . . . Aunt Jane is such a conservative . . . etc . . . etc . . . What's a good novel for

them?" English reviews, American reviews, English sales, American sales, and the talk you hear wherever readers gather, all prove that the outstanding novel for everyone is the novel about all of us, *THE AGE OF REASON*, by Philip Gibbs. (\$2)

"WINTERSMOON for summer sales!" is one slogan that holds true. This great Walpole novel still rolls along selling 1000 copies a week. Display its cool jacket and chilly name and let it knock them cold. (\$2) People are finding that for summer romance Kathleen Norris' *BEAUTY AND THE BEAST* and for summer adventure James Oliver Curwood's *THE PLAINS OF ABRAHAM* are winners. Both on the best-seller list (\$2 each). . . . And with the news all in from the conventions, politicians and citizens too are turning rapidly to that thick, amazing book with the green tigery jacket, M. R. Werner's *TAMMANY HALL*. (\$5)

Doubleday, Doran

(See important announcement on page opposite editorial)



To be published
July 19th

Probable price,
\$2.50

All the material
in this a m a z i n g
book is suppressed
and outlawed by the
Stalin regime, and
came out of Russia
"underground."

THE REAL SITUATION IN RUSSIA

by

LEON TROTSKY

TRANSLATED BY MAX EASTMAN

HARCOURT, BRACE AND COMPANY

THE PUBLISHERS' WEEKLY, 62 WEST 45th ST., NEW YORK CITY. 15c. a copy. Subscription, Zones 1-5, \$5;
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A Story of the Red Cross. By Clara Barton.
Equality. By Edward Bellamy.
The Young Man and the World. By Albert J. Beveridge.
The Cruise of the Cachalot. By Frank T. Bullen.
The Bondman. By Hall Caine.
The Story of Sonny Sahib. By Mrs. Everard Cotes.
The Lilac Sunbonnet. By S. R. Crockett.
The History of the Conflict Between Religion and Science. By John William Draper.
A History of Spanish Literature. By James Fitzmaurice-Kelly.
Viva Mexico. By Charles Macomb Flandrau.
A History of Italian Literature. By Richard Garnett.
Caponsacchi. By Arthur Goodrich and Rose A. Palmer.
The Reds of the Midi. By Felix Gras.
The Terror. By Felix Gras.
General History of Civilization in Europe. By F. P. G. Guizot.
Abbé Pierre. By Jay William Hudson.
The Covered Wagon. By Emerson Hough.

Published This Month

A History of Modern English Literature by Sir Edmund Gosse.

The "urbanity and insight" of this great scholar have produced a history of the Literature without a peer.

The Beginnings of Art by Ernest Grosse.

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Cape Cod Ballads and Other Verse. By Joseph C. Lincoln.
God's Fool. By Maarten Maartens.
Carnival. By Compton Mackenzie.
Noah an' Jonah an' Cap'n John Smith. By Don Marquis.
Ariel: The Life of Shelley. By André Maurois.
Evelyn Innes. By George Moore.
A History of Ancient Greek Literature. By Gilbert Murray.
The Seats of the Mighty. By Sir Gilbert Parker.
The Second Generation. By David Graham Phillips.
Psychology in Daily Life. By Carl Emil Seashore.
Other Worlds. By Garrett P. Serviss.
The Sailor. By J. C. Snaith.
Education: Intellectual, Moral and Physical. By Herbert Spencer.
A History of German Literature. By Calvin Thomas.
A History of Russian Literature. By K. Waliszewski.
The Story of the Art of Building. By P. Leslie Waterhouse.
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for Claude G. Bowers

PAGE INDEX TO FEATURES	
Classified	26, 27
Local News	7
Editorials	16
Special	28, 29, 30, 31
Advertisements	32

The Boston Post

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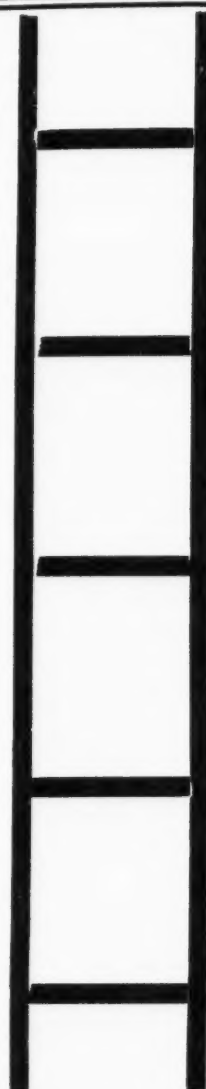
In passing I wish to acknowledge my indebtedness to the several men whose energies have gone into the establishment and development of the Dodge business. I am proud to become the new head of the Company and to assume responsibility for its future success.

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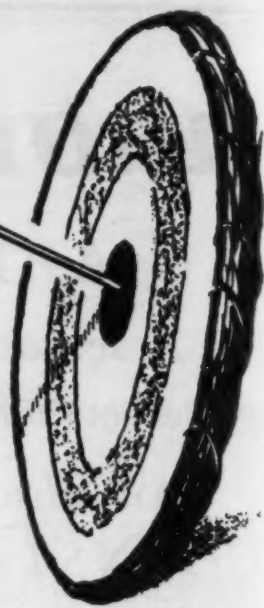
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"I'd like the distinction of discovering a novelist who could write as Alice Grant Rosman writes."—*Dorothea Mann*.

George W. Jacobs & Co. Philadelphia, Pa.

"All the elements of success. I predict a good sale, and will be glad to push it."—*R. N. Staton*.

Preston & Rounds, Providence, R. I.

"We have sold our stock of 'The Window,' and are ordering more. It is a charming story."—*Cora E. King*.

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Jones Book Store, Pittsburgh, Pa.

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Dartmouth Bookstall, Boston, Mass.

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him?*

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confession?*

*What does it mean to
him when the priest
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are forgiven?*

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saying that the Pope
is infallible?*

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that the church is su-
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if they had power?*

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"They know the books are right
because the children told them so"



Clara W. Hunt

Chief of work with children in the Brooklyn Public Libraries. One of the outstanding leaders in the field. After graduating from the Albany Library School she served three cities as organizer of children's work, has been in demand as lecturer in the leading schools specializing in work with children, has been chairman of the Children's Section of the American Library Association and has found time and talent to add several successful books to the record for American children.



Franklin K. Mathiews

Chief Scout Librarian of the Boy Scouts of America. His efforts through the years have been to make available better books and reading, and to inculcate in authors and publishers a higher standard of literature for children. He is the "Father" of "Children's Book Week." He is the editor of "The Boy Scout's Year Book" and "Every Boy's Library," as well as a number of other books for boys. Mr. Mathiews also serves as Associate Editor of "Boys' Life."



Ruth G. Hopkins

Librarian of the Polytechnic Country Day School of Brooklyn. Miss Hopkins has studied at the famous Carnegie School of Children's Librarians and worked in the field of children's reading at Pittsburgh, Calgary, Bridgeport, Youngstown and Brooklyn. She has had continuing contact with the boys and girls themselves which has added to the experience gained in handling the books of the past and the present.

These are the Editors of
The Bookshelf for Boys and Girls
(A superior catalog for booksellers and librarians)

For Children's Book Week and the Holiday season—and in fact all the year-round—a comprehensive well edited and attractive guide to children's books is indispensable to parents, teachers, and all others who buy books for boys and girls. Such a catalog is *The Bookshelf for Boys and Girls*, and its widespread distribution by booksellers, and, in cooperation with other groups interested in better reading for children, will prove a boon to buyers and a great aid to distributors of books.

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BOOKS FOR SUMMER SALES

MACAULAY

JULY 10

The CRIME CODE

By WILLIAM LeQUEUX

Author of "Poison Shadows" and "The Tattoo Mystery."

A weird mystery of a band of London society crooks, written by the master of modern crime fiction.

JULY 10

APRON STRINGS

By MAY FREUD DICKENSON

"In defense of the American husband" would be an apt sub-title for this tragedy of a man battling futilely against his self-imposed bonds and those imposed on him by a selfish family.

JULY 20

BORROWED REPUTATIONS

By J. WESLEY PUTNAM

Author of "Playthings of Desire."

The story of a dissolute, half-mad writer who might have been a genius had beautiful women and the flowing bowl mattered less to him.

JULY 20

TRIGGER JUSTICE

By CLEM YORE

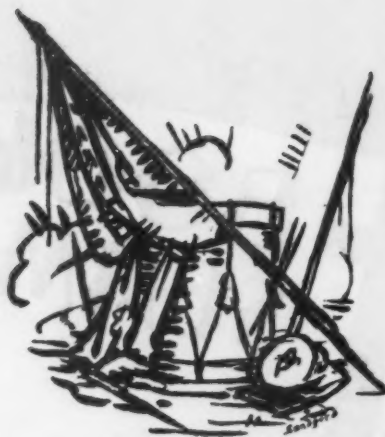
Author of "Raw Gold."

A cowboy mystery yarn, fast, alluring, strange—that opens like the crack of a gun and closes like the crashing loop of a snaring lariat throwing a fighting ox.

DOG-DAYS are DOUGH-DAYS

—if you display books like these!

257 4th AV.
NEW YORK



The Facts About JOHN BROWN'S BODY

THE first printing on JOHN BROWN'S BODY, by Stephen Vincent Benét, is 70,000 copies.

There is every reason to expect a total sale of at least 100,000 copies.

Laurence Stallings says: "Astounding . . . triumphant . . . golden pinnacles gleaming with sheer poetry . . . will bear the re-reading as long as there is a memory of our nation."

Other advance quotations from Dorothy Canfield, James Boyd, Christopher Morley, and Dr. Canby are equally enthusiastic.

But JOHN BROWN'S BODY is a poem for the man in the street as well as for the critic.

It is a raw, thundering tale of war; of raids and battles, treachery and heroism; of melodrama that is none the less thrilling because it is history.

It is a love story—two love stories—tender and haunting, poignantly romantic.

It burns with a genuine, exalted

patriotism that welds North and South, East and West, into one inspiring whole.

The huge advance sale supplies us with sufficient advertising revenue for one of the biggest advertising campaigns of the fall.

The advertisements have been designed and their art work executed by Joseph Sandford, the distinguished advertising art specialist.

We are preparing a striking Who's Who window display featuring Stephen Vincent Benét. We are also printing 1000 ballad sheets, in which a thrilling episode from the battle of Bull Run is handsomely printed on fine stock, decorated with one of Mr. Sandford's best drawings.

Send in your order today for books, window display, and ballad sheet.

We are backing JOHN BROWN'S BODY as the popular sensation of the autumn—with money, effort, and complete confidence.

DOUBLEDAY DORAN

August 1st

\$2.50

The PUBLISHERS' WEEKLY

THE AMERICAN BOOK-TRADE JOURNAL

NEW YORK, JULY 7, 1928

The Knapsack of the Open Book

*A Book Caravan Joins The Summer Procession on the High Road
and Makes Friends Up and Down the Country*

Lesley Frost

The Open Book, Pittsfield, Mass.

I HAD no plot at all when I sowed the seed for a book-caravan in connection with my Open Book Shop in Pittsfield, Mass., in the summer of 1924, so little plot that the characters ran away with it. What slight idea there was certainly allowed for freedom, consisting merely of a conveyance, in other words a car, for doing errands about town and for visiting a family a couple of hours away. Since I couldn't afford to be privately extravagant, the car had to have "shop investment" or "shop advertising" as its excuse. So with scarcely any greater purpose than package delivery and social calls and shop publicity, I purchased the car, a half ton Ford truck, which set us back by installments at the rate of a hundred and fifty down and thirty dollars a month to five hundred.

Of course, the first thing to be done for the sake of this "publicity" was to brand its ownership upon it effectually.

We did it with irregular shaped, brilliantly colored lettering across both black side-curtains: The Knapsack of the Open Book, with address attached. We even approved of this after it was done. She was not only rather charming standing still, but on the move she was intriguing; the faster she went, the more intriguing, as her identity became more difficult to decipher. At forty she drew farmers out of their dooryards and policemen off their beats. And here it was that one of the characters, the lettering, first began to run away with the

THE caravan season is on. The seed which "The Parnassus on Wheels" sowed is blossoming again by summer roadsides. In this article, Lesley Frost, bookseller of Pittsfield, and daughter of Robert Frost, tells of her personal experience. There will be another caravan article within a few weeks.

plot. With all that headline we would have to have books behind the curtains in case someone were curious enough to investigate. So I was forced to risk about fifty more dollars for two book-cases, built the length of the truck, facing outward, and built at an inward slope from bottom to top for the sake of less outward throw of the books with the roll of the car, and each shelf divided into small sec-

tions so that the books could be wedged in tight.

The shelves once built we loaded them with the three or four hundred books they would hold, put more air in the tires, and prayed the roof wouldn't leak. As it happened the roof did leak spasmodically, at the eaves, but I doubt whether we ever lost as many books as I later heard Frank Shay lost when he left the side doors of his caravan open one stormy night and unwittingly strewed books as for a paper chase all the way from Chatham to Provincetown. And then we went calling (one could hardly dignify those first expeditions by any other term), to Bennington and Amherst and a few friends by the way, and sold an exciting handful of books, enough to pay the gas bill there and back. Such rapid success went to our heads, and we cast about for bigger game. Having tasted blood the hunt was on. I went forth one fine morning and raised some camps in the Berkshire hills. I recall my first tentative, uncertain, gunshy attack on Camp Lenore. The camp is set back on a hill with pines thrown over its knees and a lake at its feet. There wasn't a soul in sight as I drew to a nervous halt on the open ground between tents and huts, but from the roar of voices and dishes in one direction I judged the flock was lunching. That would mean they would emerge upon me *en masse* and without forewarning. They might turn at bay against this daring, outlandish creature in their midst. I decided to run. But they took action first, and I found myself suddenly face to face with a hundred pairs of startled, not unkindly, curious eyes. It was under the spur of their curiosity that my nerve returned and I had strength to roll up the curtains on my wares. For the succeeding hour I interruptedly explained myself and the Knapsack, all the time keeping a pained eye on roughly dismantled shelves and torn jackets. I've since become stoney-cold blooded to such maltreatment. Out of it all the books, with or without damaged jackets, have somehow acquired new owners, and enthusiastic owners. And I've found that the books disappear without any great effort in their favor on my part, and, most happily of all, without an "apology for poetry." I think it was this

camp predilection for poetry more than any other one thing that drew me on from camp to camp and then back over the same route. For them I could actually shout Vachel Lindsay's "Congo" to the mountains without let or hindrance to strength or feelings. I wondered was all caravaning as smooth as this. I came to have illusions; and under their influence I climbed, heavily loaded, over the Mohawk Trail and showed myself in the Peterboro Colony in New Hampshire. There was no response, no prearranged group to meet me; and, if there had been, the group would have had no more money to spend on books than an author I have in my own family. To ease the financial strain of that expedition I found a few camps, and again found them fair.

What of front doors and town squares? I chose summer resorts and tried both. At front doors I suffered as the "salesman," the modern tin pedlar; and on town squares I suffered from far too unliterary remarks. To remove the bad flavor and recover a pride that had been wounded and a temper that had been ruffled I enquired at postoffices about camps in the region. So it was to camps that my tours finally narrowed themselves. With a week here and another there, the Fairlee Camps in Vermont, the camps on the Cape, a dash to the White Mountains, neighbors in the Berkshires, I came to realize that I was doing a nice summer-extension trade to the book-shop, of perhaps eight hundred to a thousand dollar turnover a month, and one that, carried out consecutively thru July and August, would do far more than that. I had, necessarily, to be always heading for Pittsfield between trips. And I have never cut loose from my bookshop as the base of supplies. But given more free time one could have planted bases. The publishers make rash promises of keeping one provisioned on a Sherman's march to the sea. If the mails are delayed it's no fault of theirs. Or if a little Vermont postoffice returns the books to New York before you can pull your truck together and arrive a week late, they can't be held accountable.

For the off-season of camps (camps being open only in July and August) I have found a book outlet in schools, libraries, clubs and private exhibits, any-

where where the introduction of books meets the proper sympathy. And from any one of these strokes something may turn up in the way of profit or pleasure. It was out of one of my periodic caravan visits to the Institute at Williamstown that a real adventure came: a tour of the world. I casually met a man who, within a few minutes of our meeting, asked me to circle the globe with books for him. At the moment of his asking, and my instantaneous acceptance, we neither knew the other's name. He was director of the Cook's Southern Hemisphere 1927 Cruise, and he wanted a bookshop on board. Five months away from a two and a half year old bookshop? Yes; but that's part of the adventure of books.

I understand Circulating Library work has been done from caravans. I haven't even experimented with it myself. In the first place it takes too much time and detail work to pay for itself (making it more or less charitable, and I have been too poor for charity!); and secondly it has to be done on a regular schedule, and the Knapsack and I are both incapable of regularity; but the most important drawback to me is that, since it would have to be a house to house canvas, it would demand a kind of book that I am least interested in. A pleasure of caravan selling is that one can pick and choose a market-place where one's own kind of book is appreciated, no better kind of book, perhaps, than some other kind, but at least after one's own heart. Of course I may be upset to see a precocious nine-year-old Jewess, more at home in New York than among the Vermont birch-trees, pounce on Maupassant's "Bel Ami" with the cry that this is exactly what she has been wanting to read but the family has been objecting. One learns to be careful what one sets before some kings. But there's pleasure in seeing a leaning toward "Moby Dick" or "The Oxford Book of English Verse" or "The Crock of Gold," or in watching some youngster puzzling over Arnold's "Light of Asia" if only be-

cause its format resembles her "Rubáiyát" which she "just loves."

The Knapsack of the Open Book, having seen its fourth season, is now delivering groceries from the store around the corner; but there are other caravans of other shops on the road. Mrs. T. L. Harris, my partner in the Book and Print Shop in Ann Arbor, Mich., is going with one into northern Michigan during the camp months this summer. Elizabeth Pitney is going out from The Vassar Co-



Lesley Frost standing beside the Knapsack of the Open Book, her sister, Marjory, in the car.

operative Bookshop. Mrs. Sara Armstrong, of Framingham Center, Mass., is spending the summer with a small one of her own. I imagine Miss Blanchard, who formerly ran a car of books into Vermont from the Hampshire Bookshop, will be having one this summer from her own shop in Burlington. Oh, caravans and caravan trails have come back into the world!

Who Buys and Reads the Classics?

A Study of Current Experiences in Library and Bookstore

Harriet Payne

ARE the Classics forgotten? Or are the masterpieces of Greece and Rome still in demand?

In spite of the declining interest in them on the part of the school generation, Mr. Kane of Brentano's New York store reports that the Greek and Roman classics are still good sellers, while Esther Johnston, speaking for the Circulation Department of the New York Public Library, asserts that the classics, in translation, are *always* in demand. She adds that it is not only for Horace and Virgil that the calls come, but for Suetonius, Tacitus and Lucretius, for "Daphnis and Chloe" by Longus, for the Greek dramatists, for Herodotus and Xenophon, for Pliny and Pindar.

Plato has always had a steady following with the reading public, but with the popular emphasis on philosophy that has come since the publication of Dr. Durant's "Story of Philosophy," there has been a marked increase in the general demand for Aristotle and Plato by people who are desirous of extending their studies to the original sources.

In speaking of the present-day interest in classical literature, Miss Johnston cited the case of a man who came into the main library at 42nd Street not long ago, in quest of a copy of Marcus Aurelius' "Meditations." When no copy was to be found, he was much excited. "What? Do you mean to tell me that a library the size of this one does not have Marcus Aurelius on its shelves?" "Not on its shelves, but out among its readers," was the answer "The Main Branch has ten copies of Marcus Aurelius, and all of them are in constant demand." This was a surprise to this particular classicist who somehow had the idea that only one man in New York City would have the urge to read Marcus Aurelius just then.

All of which leads to the question—who reads the classics anyway? Calls come from all classes of people—from the scholarly old man, who wants to refresh his mind on his reading of earlier years, to the zealous student of today, who is devouring the classics as a background for modern study. Of course there is always the pathetic soul who reads from a sense of duty or compulsion. Coupled with him is the high school pupil who seeks a "trot" to help him over the rough spots in Caesar and Cicero. Another group is made up of former college students who particularly enjoy the *Loeb Classical Library*, a series published in England by Heinemann, and in the United States by Putnam's. It contains the original text on one page and on the opposite page the English translation, made by an English or American classical authority. In this way the educated person can continue his Greek or Latin study with facility and ease.

In this connection Mr. Thompson, Sales Manager of Putnam's, says that observation and correspondence, as well as information obtained from booksellers, leads him to believe that the purchasers of the Loeb Classical Library are people of culture, who, for their own pleasure, take this easy and inexpensive means of renewing their former acquaintance with the classics.

Other editions of the classics that are in active demand, both in bookstore and library, are those in the Dutton *Everyman's Library*, the Gilbert Murray translations of the Greek dramas from Oxford University Press, other classical series published by Oxford, and the *Broadway Translations* from Dutton. In the philosophy section, the Jowett translation of Plato, in five volumes, is a steady seller. Looking over his record cards, Mr. Kane of Brentano's found that the best-known

classics such as Plato's "Republic," the Greek Anthology, Plutarch's "Lives," and Horace's "Odes" have already been re-ordered several times this year in lots of two, three, four or five.

In his sale of the *Everyman Library*, it has been Mr. Kane's experience that Plato has sold just as well, if not better than the volume considered the best seller in that edition, "The Autobiography of Benvenuto Cellini." The six-volume set of Livy is also a good seller in this series, selling at less than \$5.

Volumes in the *Loeb Classical Library* are prime favorites in both bookstore and library. This series is an outstanding example of a modern and comprehensive edition of the classics, and offers a wider variety of titles than does any other library. From ten to fifteen volumes have been published yearly and the publication of the two hundredth volume occurred this winter. It is hoped to carry the series to a total of five hundred volumes. The volumes have been kept at a uniform price in the cloth binding, ten shillings in Eng-

land, where they are printed and bound, and \$2.50 in this country.

Volumes in bookstore demand in the *Loeb Library*, other than those already mentioned, include Aristotle, Marcus Aurelius, the Greek Bucolic Poets, "Lyra Graeca," Herodotus, Hesoid, Homer, Lucian, Strabo, Thucydides, Xenophon, among the Greek classics. Among the Latin are "The Golden Asse" by Apuleius, Caesar, Cicero, Catullus, Juvenal, Livy, Lucretius, Martial, Ovid, Petronius' "Satyricon," and Plautus, Terence and Virgil.

During the last four years, according to Mr. Thompson of Putnam's, the total sales of the *Loeb Classical Library* have increased fifty per cent in the United States. This increase in total sales, without much, if any, diminution in the sales of the earlier volumes certainly signifies not only a desire on the part of those who buy and read this series to add to their collections as new volumes are published, but an increasing interest in the classics on the part of readers in general.

Have You Tried This?

POLES set into the ground in front of a bookshop certainly don't add to its attractiveness. A merchant in Elizabeth, N. J., who had two of them on the sidewalk directly opposite his entrance—an electric light pole and a telegraph pole—therefore hit upon the idea of painting them. One he painted a bright green and the other he painted a brilliant orange.

What was previously a defacement is now valuable advertising for this man, for now people refer to his store as the bookshop with the green and orange poles—a certain identification.

TO a picked mailing list, The Cole Shop, White Plains, N. Y., once sent a key. It was a regular store key—nothing odd about it—but attached to it there was a tag which read:

"Here is the key to our store. Come in and make yourself at home. You are free to browse about to your heart's content."

WITH several highly polished mirrors forming the back-ground of the display, the exhibit of several sets of Shakespeare sponsored not so long ago by a Brooklyn bookshop takes on considerable point when one reads the window card. "This Deserves Reflection. When will you be able to buy again sets of Shakespeare like these for only \$5.98?"

AT closing time every evening, a Midwestern bookshop proprietor pauses for a moment to ask his salespeople, "Well, boys, have you made a friend for the store today?"

He never fails to ask. Altho he smiles when he puts the question and doesn't seem to lay much stress on it, nevertheless he queries his people every single business day in the year.

It is now fourteen months since this question was asked for the first time, and already the number of friends the salesmen have made for this retailer runs into the thousands.

"**W**HAT about this man? Who is his reference?" These are the words written in soft pencil in a lower corner of the monthly statement that a certain bookshop sends to customers whose accounts have been overdue for several months. Then follow a few other words, written in another hand: "He was well recommended by Julius Tannen."

It all seems like an inside office detail which somebody forgot to erase before mailing. But it certainly makes the delinquents sit up and take notice.

BUSINESS among a number of inactive accounts was stimulated to a fare-you-well when Sol Schloss, Indianapolis, once sent out a ledger sheet to each customer. At the top of each sheet was written in long-hand the name of the account, but typed in the center of it was this message:

"I am only a ledger sheet, but I am human enough to feel slighted when not used for a long time. May I hear your merry voice say, 'Charge It?' Thank you!"

SIMPLE, yet productive of extra sales, is an idea employed in the window of the Bryant store in Washington, N. J. This bookstore has two windows, one on each side of its entrance, and often a customer who stops to look into one of them will fail to look into the other. To circumvent this, a card is placed in the fore corner of each window and calls attention to the merchandise shown in the next.... "Please note the new biographies in the opposite display."

WITH no other requirement than that they wash their hands clean before touching the books, Minneapolis children are permitted the free run of the book department of the Powers Mercantile Co., in that city. They may come in at any time they care to, and select whatever books look inviting, and stay and read them as long as they like. A long low bench is provided for their comfort.

Parents like the idea, and from this standpoint it is good advertising for the store. The idea, however, also increases the sale of juveniles, for the children will often go home and tell about the books they

have read, which many of the parents later stop to buy.

WHEN the time of school graduations came around Mrs. Carter of the D. M. Read Co. in Bridgeport arranged a large U-shaped counter with graduation record books and a variety of good books for gifts and behind the counter were two of the young saleswomen dressed in cap and gown. The idea of books for graduation was thus cleverly broadcast.

DELIVERY costs at Zahn's, Racine, Wis., who cater to some extent to a feminine clientele, have been pared to the core by a very simple means. Purchases are now wrapped in paper of an attractive shade of lavender rather than the customary brown, and the women, therefore, do not hesitate to carry them away with them.

TO test the fitness of applicants for positions in the book department of L. Bamberger & Co., Newark, N. J., the store has devised a questionnaire designed to elicit their knowledge of literary affairs. This is the questionnaire:

1. Name the five leading newspapers featuring a book review section.
2. Name five leading English novelists in the 20th century.
3. Name five leading American novelists of the 20th century.
4. Who has done the best translation of the "Autobiography of Cellini?"
5. Who published the following? (Ten titles of current popular books are listed.)
6. Name five illustrators of books for children.
7. Which two dictionaries are most advertised?

IN Holyoke, Mass., there is a most successful saleswoman of children's books. Mae Cohen is her name, and her success lies in the opening question that she asks prospective purchasers of juveniles.

The question is not, "How old is the child?" but instead, "What kind of a boy or girl are the books for? What does he or she think about?"

In the Book Market

WISCONSIN to the fore! Zona Gale, who was recently married in Portage, Wisconsin, is to have her first book under the *Knopf* imprint in the fall, and it will be called "Portage and The Pleiades"—a book of essays in which she gives vivid glimpses of the small town and of small-town life and characters in her own home town.

*** Glenway Wescott's book of short stories which *Harper* will publish in the Fall is called "Good Bye, Wisconsin." It is the third in what might be called a cycle of Wisconsin life, altho the author did not plan the books in any sense as a group. In the new collection of short stories there is a thread which holds them together, certain groups of characters and the same background, as in "The Apple of the Eye." Westcott has been living abroad and had not been back to Wisconsin until Christmas a year ago. He felt very keenly the changes that had taken place in the background from the time he left it until his return. These stories are the result of that contrast which made itself felt between things as they are now and as they were when he knew them. The book will be published September 7th. ***

The prize of \$1,000 which *Reilly and Lee* offered for the best title for Edgar Guest's new book has been won by the Rev. Merton S. Rice, pastor of the Metropolitan Methodist Episcopal Church in Detroit. Dr. Rice's title is "Harbor Lights of Home." The book will be published August 20th in five styles of binding, uniform with the other Guest books. *** Stark Young's novel "Heaven Trees," *Scribner*, is to be transcribed into Braille for the blind by G. R. Sherman of Cleveland. Mr. Young's new novel "The Torch's Flare" is being enthusiastically received. ***

To those who like small books the *Garden City Publishing Company's* Sun Dial Library promises much. The first batch of books, which will be published September 1st, include Katherine Mansfield's "Garden Party," Thomas Beer's "Sandoval," Hergesheimer's "Bright Shawl"

and Aldous Huxley's "Antic Hay." The books, which will be $4\frac{3}{4} \times 7\frac{1}{4}$ in size, have been beautifully planned by W. A. Dwiggins. *** The *John Day Company* is to publish "The Map of Lindbergh's Flights" in July. During June the map was on display at The Kennedy Gallery in New York. *** *Horace Liveright*, which now becomes the firm name of *Boni & Liveright*, has announced "The Doomed Ship" by Judd Gray. The document was composed in the Sing Sing Death House and finished less than an hour before execution. It is published exactly as written. *** In October *Lippincott* will publish "Old Silver of Europe and America, From Early Times to the Nineteenth Century." It is written by E. Alfred Jones. ***

When Amelia Earhart arrived in England after flying across the Atlantic in the *Friendship*, she delivered a copy of Commander Byrd's "Skyward" to Mrs. Guest, who backed the flight. Miss Earhart had lunch with Commander and Mrs. Byrd in Boston before her flight and suggested taking a copy of his book with her on the flight. Referring to the book, she cabled Byrd, "Aside from myself, was only excess baggage on board." *** John Henry Mears, internationally famous globe-trotter, left New York on June 29th for another round-the-world trip on which he hopes to break Linton Wells' record. He will write a book about his trip, tentatively titled "Racing the Moon," which *Rae Henkle* will publish. ***

Two books which will attempt to summarize tendencies of today as seen by various authorities in their fields will be published shortly. They are "Recent Gains in American Civilization" which *Harcourt, Brace* will publish and "Whither Mankind?, A Panorama of Modern Civilization" which will be brought out by *Longmans, Green*. The former book is edited by Kirby Page, editor of *The World Tomorrow*, and the latter by Charles A. Beard, co-author of "The Rise of American Civilization." The authorities each contribute a chapter on their subjects.

THE Publishers' Weekly

The American Book Trade Journal

Founded by F. Leyboldt

EDITORS

R. R. BOWKER F. G. MELCHER
62 W. 45th St., New York City

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15 cents a copy

July 7, 1928

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

The Summer School of Bookselling

THE summer school of bookselling, conducted at Columbia in the department of Dr. C. C. Williamson, opens again on Monday with a registration of thirty, the same number of students as last year. There will be students from every part of the country, from California, Minnesota, Illinois, New Hampshire, Maryland, Rhode Island, Ontario, Colorado, New York, etc. Some of the students are now employed in bookstores and are seeking to extend their experience and knowledge; others are graduating from colleges and inclined to turn to bookselling as a profession; some are graduates from library schools and are testing out the booktrade field to see if it offers opportunities of which they would like to take advantage.

Sarah B. Ball is again giving her series of lectures on "Book Selection and Book Buying" for bookstores; and the discussion of "Bookstore Practice" will be given by Frederic Melcher of the *Publishers' Weekly*, assisted by Cedric Crowell of the Doubleday, Doran Bookshops. In the afternoons the students visit various book-selling, publishing and jobbing houses, in order to study, first hand, the practical application of bookselling principles. The

course is arranged to begin at 8:30 each morning for three weeks, an hour and a half being devoted to the "Selecting and Buying" course and an hour and a half to "Bookshop Practice."

The Rental Library

VACATION season gives special emphasis to the rental libraries scattered thruout the summer resorts, and many dealers who handle books only on a small scale find this an opportunity to bring new and steady customers into their shops. So much good service by the jobbers is given to those who like to enter bookselling in this manner that the mechanics of purchase becomes very simple, and there is always a recovering value on the books that are left over, either for continuing the library with winter customers or selling its contents as second-hand books.

The technique of the rental library is a fairly simple one, and yet there is need of exact accounting so that the owner may know whether the proper profit is being made and the proper service given. If stores go into the rental field too haphazardly and with too little inquiry as to the right methods, they may do harm to themselves and to the whole library idea, which, if it is to be a valued supplement to book distribution, is to be conducted in a business-like and adequate way.

Children's Travel Club

AMONG the many interesting methods used by children's departments of public libraries to develop summer reading an excellent one has been worked out at Bridgeport, where for two years a Library Travel Club on "Seeing America" has been conducted. Children are signing up in great numbers. They pick out on a big map just the route they would like to travel, and each route has ten books which will take them from place to place. They are then given a slip, and, as fast as they proceed from one stopping point to another, they write in the name of the book in one of the spaces provided and at the end of the season are given credit for having traveled over the book route.

Help the Census!

THE report of the printing and publishing industries, which the census office renders every two years or less, is being materially delayed by printers and publishers who are slow in making returns to the census office. The report of 1925 was based upon some 21,000 returns. A new set of inquiries was sent out as of January 15th of this year; so far (June 1) there are still three thousand printers and publishers and three thousand commercial printers who have not answered, altho all delinquents have been queried at least twice; and some of them, three times.

Publishers and printers can materially assist the census office by making prompt returns. A preliminary report will be available within ninety days after the last of the returns is received.

Letters from Europe

MAY LAMBERTON BECKER, whose "Reader's Guide" columns in *The Saturday Review* are known in every part of the country, is spending some months abroad, largely near London, and has consented to write for the *Publishers' Weekly* some special articles on "An American Book Lover in Foreign Bookshops." Before settling down in London, she visited the Cologne Fair, devoted to the press and its products, especially to newspapers and periodicals. This great fair has been conducted on a vast scale by the city of Cologne. Miss Becker's report is printed in this week's Bookmaking section.

The last experience in America with a world's fair was rather disastrous, and there has been no development of trade fairs on such a scale as those in Europe. It may be that they are not suitable for our tendencies of business development, or it may be that we have not had the right type of fair to fit into present-day conditions and that a study of such exhibits as that on Modern Decorative Art at Paris, or the Florence Book Fair, or this great Cologne exhibit might suggest new and useable methods.

John Clyde Oswald, who directed the American exhibit that was sent there, has also managed the successful organization of

a Printers' Pilgrimage which has gone on a tour of the Rhine country. No selected exhibit of American book-making was made at Cologne, but William Edwin Rudge of New York and John Henry Nash of San Francisco sent private exhibits.

Federal Trade Commission Suppresses Doubtful Subscription Methods

A JOBBER of encyclopedias and books of reference has fallen foul of the Federal Trade Commission, and, in order to prevent that institution from issuing a "cease and desist" order, he has agreed to stop improper methods of advertising and sale, and confessed, in a "stipulation," certain practices which are against the law. Should the jobber again begin these improper practices, the "stipulation" over his own signature can be used as evidence against him. Under the law the name of the party complained against is not made public if he agrees to change his methods.

The jobber represented to prospective subscribers that, as a special introductory offer, a limited number of persons residing in a community would be sold, for advertising purposes, sets of the encyclopedia or reference works, together with a loose-leaf extension service for a specified period of years at a price much lower than the price regularly charged, and offered a Membership Certificate in an "Education Society." In some instances he set forth an alleged regular price for the subscription, service and membership, which was marked out in red ink and a lower figure substituted in red ink.

He advertised that the books were given away to each prospective customer who subscribed to the loose-leaf extension service at a specified amount per year for a period of ten years, and made use of testimonials or recommendations of county superintendents of schools and prominent educators saying the publication had been officially approved by state departments of education and by libraries.

Past due notes or other indebtedness he claimed were placed in the hands of a designated collection agency; he represented by various means that the books were bound in leather and printed on

paper of a certain grade; and finally he used trade names, in each of which the word "publishing" was used in all the sales and distribution of the books in interstate commerce.

None of these practices is wrong or harmful, *if true*. But the Federal Trade Commission, in its investigation, discovered that they were not true. The "special price" or "introductory price" was the same as the regular price; there had not been for some time any loose-leaf extension service or research bureau; the Education Society was non-existent; the contract was of ten months' length, not ten years'; the letters of recommendation were not made by those who were supposed to have signed them; there was no approval by state superintendents and libraries; no collection agency was used; the books were not bound in leather and were not printed on the grade of paper advertised to be used; and they were not "published" by the advertiser. Otherwise the advertisements and offers were entirely truthful!

Such methods, of course, injure the legitimate book-trade. There are many ways of selling books, particularly expensive sets of books, such as encyclopedias and reference works, which do involve a mail campaign, and often a perfectly proper and legitimate reduction from the original price. Some encyclopedias, published by perfectly reputable houses, have an extensive loose-leaf system. Many encyclopedias are bound in leather and published on good paper. When any sales organization undertakes to use the legitimate methods to sell the illegitimate publication, or illegitimate methods to sell the legitimate publication, it strikes a blow at the entire publishing business.

One of the great assets of the book-trade is the confidence which the reading, teaching and student public has in the integrity and the high ideals of the great bulk of the publishing houses. There are many such houses whose imprint on a textbook is a guarantee of its standing, authenticity and value. Such a reputation is the result of years of effort and honest, laborious building up of confidence.

The Federal Trade Commission, which is ceaselessly active in controlling the efforts of "business men" who think more of a dollar than of reputation, has done a

real service to the publishing profession; but, be it carefully noted, it is human. It can't see everything or be everywhere. It should be the pleasure, as it is the duty, of everyone in the book-trade who sees or hears of any doubtful publishing venture or any dubious selling scheme, which may be inimical to fair practice and honest publishing, to draw the facts to the attention of the Federal Trade Commission, that the industry be rid of those hangers-on who attempt to profit dishonestly at the expense of reputable houses.

Closed Saturday

A LIST of firms closing all day Saturday, during July and August:

R. R. Bowker Company
Dodd, Mead and Company
Doubleday, Doran
Duffield Company
Henry Holt and Company
J. B. Lippincott
Macaulay Company
Oxford University Press
Prentice-Hall, Inc.
G. P. Putnam's Sons
Fleming H. Revell
Charles Scribner's Sons
Frederick A. Stokes Company
H. W. Wilson Company
William Morrow & Company (July to August 11).

Macmillan Company (Employees who have been with company five years or more.)

A list of firms closing Saturdays at twelve o'clock, during July and August follows:

D. Appleton and Company
The Century Company
E. P. Dutton and Company
Harper and Brothers
D. C. Heath and Company
Longmans, Green and Company
World Book Company

Change In Guild Jury

BURTON RASCOE, lately editor of *The Bookman*, has been appointed as a member of the Editorial Board of The Literary Guild, taking the place of Dr. Glenn Frank and Zona Gale, both of Wisconsin.

The Canadian Convention

THE convention of the Canadian Booksellers Association, which met two weeks ago in Toronto, simultaneously with the publishing of the Canadian Number of the *Publishers' Weekly*, was partly reported in that issue. Later information from Findlay I. Weaver, Secretary of the Association, describes the gathering as one of the most interesting of recent Canadian meetings, with good discussion and attendance.

The new President, succeeding William Tyrrell of Toronto, is Wendell Holmes of London, Ontario; Vice-President, Harry Burton of Montreal; Secretary and Treasurer, Findlay I. Weaver, Toronto. The Executive Committee consists of William Tyrrell of Toronto; A. H. Jarvis, Ottawa; A. T. Chapman, Montreal; Clinton F. Brown, Montreal; C. L. Nelles, Guelph, Ontario; E. L. Ireland, Owen Sound, Ontario; R. G. Fry, Toronto; Fred Cloke, Hamilton, Ontario; Roy Britnell, Toronto; J. C. Jaimet, Kitchener, Ontario.

The new President has always stood for expansion, and the program of the Association will be to extend its interests among all types of booksellers, whatever their departmental interests. Future convention programs will be planned to cover all types of interest. The annual report showed favorable conditions as to membership and finance, and President Tyrrell dwelt on the necessity of maintaining enthusiasm and strength of association work. He recalled the chaotic conditions in England, America and Canada before the present spirit of trade organization and emphasized the work in America for clearing-house, book-shopping and book-selection plans. Percy G. Cherry, mail-order specialist, emphasized that booksellers were not so much in competition with each other as with all other merchants who compete for the consumer's dollar. He spoke of the value of mail-order business in extending trade. W. M. MacKay, who a little over a year ago established a bookshop in Toronto, largely specializing in

first and limited editions, read a most interesting paper on this subject and made many suggestions to other dealers who touch upon this field. There was considerable interest in a Round Table discussion by booksellers and publishers on the question of whether a traveling salesman was an aid to bookselling. All the booksellers agreed that examination of books was of importance to them. In an extended discussion on trade discounts, the feeling was that ultimately there should be a 40% discount on all trade orders and until that was made possible a clear 33⅓% must apply to all purchases, even of single copies of general literature and fiction. This Round Table resulted in the appointment of a committee for co-operative advertising on the basis of contributions by retailers, to be matched by those of the Association of Canadian Bookmen, which is a subsidiary to the Publishers' organization. The annual banquet was attended by a hundred guests, the Publishers' Association acting as host to the Booksellers. Honorable Martin Burrell, Librarian of the Canadian Parliament Houses, proposed a toast to the trade, in an address full of charm and literary flavor, and he was responded to in kind by President William Tyrrell, while Professor Gilbert Jackson brought answer to the toast "To Happy Relations," responded to by Louis Carrier for the Montreal publishers.

The problem of censorship came up for considerable discussion with special relation to the situation in Toronto and the police enforcement of the statutes. President Tyrrell brought the subject up at the Wednesday session and pointed out that, under present conditions, any bookseller in Canada is liable at any time to be brought into police court charged with selling obscene books without any warning whatever. Moreover, a bookseller might suffer public disgrace without knowingly or actually having sold any improper book. A recent case against a Toronto bookseller in connection with the

sale of "Power" by Feuchtwanger was dismissed by a police magistrate in Toronto, who said:

"It seems to me that some workable system of censoring books might be found which might result in less publicity and in more fairness to the retail bookseller, who cannot possibly read all the books upon his shelves, and against whom it is difficult and almost impossible to prove that he 'knowingly sold' a book containing obscene matter.

"To those of us who have confidence in Canadian publishers and booksellers, it seems possible to evolve some plan whereby they, themselves, thru their various organizations, might assist the police in enforcing this very wise provision of the Criminal Code, which provision, however, is of no use unless wisely and fairly administered. The charge will therefore be dismissed."

President Tyrrell said that the publishers' and booksellers' organizations were meeting with the new chief of police in Toronto and it was hoped that this would result in a fairer method of dealing with such cases. The desire was not to get immunity for booksellers, but to guard against unwarranted action involving the good name of reputable men. A resolution was passed to the effect that the Canadian Booksellers' and Stationers' Association stands in readiness to act with the publishers' organization in coming to the rescue, financially and otherwise, of booksellers who may become victims of such charges.

Other resolutions included one which called for consideration as to what should be done to discourage the present practice of including Canadian rights in the assignments to American publishers, thus preventing Canadian booksellers and Canadian book buyers from buying English editions from British authors, and that a copy of this resolution be sent to the secretary of the British Publishers' Association, the Authors' Association, and the British trade journal.

It was resolved that the Association be requested to give consideration to the issuing of a catalog of general reference books from all Canadian publishers, so planned that different parts of it could be reprinted at nominal cost for booksellers

for distribution. It was resolved that the incoming executive be instructed to consider ways and means of interesting the retail and wholesale stationers to become active members.

It was resolved that publishers of Canada representing British publishers who are advancing the Canadian prices on 1s., 2s. 6d., and 3s. books and allowing only one-third off be asked to list books, as far as possible, at 30c. to the shilling, this to apply to popular libraries of English publishers.

Bi-Lingual Problem of the Canadian Publisher

THE problem of book distribution in Canada, which received such varied discussion in the *Publishers' Weekly* of June 23rd, has one aspect that isn't at all parallel to the American situation, and that is the bi-lingual situation. In America we have a population drawn from all the European countries and a market for books in French, German, Spanish, Italian, etc., but we have nothing that parallels the place of the French language in Canada, where there is a whole section in which that is the principal language. This is interestingly commented on in a letter to the *Publishers' Weekly* from John Murray Gibbon, author of "Pagan Love," etc. (*Doran*), who, as a prime mover in organizing the Canadian Authors' Association and as the first sponsor of the idea of the successful Canadian Book Weeks, has been a power for good in the present progress in Canadian bookselling.

"The Canadian publisher who issues a book in English has a possible market of only two thirds of the total Canadian population, as one third (representing nearly three million people) is French speaking. Some have suggested bi-lingual books with French and English on alternate pages to secure a national interest, and one or two such books have been actually so printed, tho it is doubtful whether they are known outside the Province of Quebec. In one field, however, the bi-lingual book seems to be making headway, namely, the song-book with French and English words, where the music provides an inter-racial bridge between the two languages. The French Canadian has a wealth of folk-

music which the English-speaking Canadian is learning to appreciate, and there is a definite demand for such music with the French words accompanied by singable English translations. Booksellers are apt to consider music as concerning only the music store, but the songbook has a following which the bookseller can cultivate with profit. J. M. Dent and Sons of Toronto have done well with 'Canadian Folk-songs, Old and New' and there are several other such bi-lingual songbooks on the eve of publication which are said to have considerable advance sales, for instance 'Twenty One French Canadian Chansons' edited by Dr. Ernest MacMillan, Principal of the Toronto Conservatory of Music and published by the Frederick Harris Company of Oakville, Ontario,

which is also publishing Dr. Healy Willan's 'L'Ordre de Bon-Temps' both of these publications having both French and English text. The best seller at the bookstore of the Chateau Frontenac during the recent Folksong Festival at Quebec was a bi-lingual songbook 'Robin and Marion,' a mediaeval comic opera with Old French text and English translation accompanied by music, published by C. C. Birchard of Boston. Canada has a large musical public—there are five thousand students at the Toronto Conservatory, while of the three million French Canadians two million nine hundred and ninety-nine thousand can sing. A little attention to this public might benefit those Canadian booksellers who have time to spare from the merchandizing of stationery and fountain pens."



A GOOD window display has three functions: to arrest the attention of the passerby; to interest him in the material displayed; and to suggest purchase. This exhibit at Lord & Taylor's in New York of Blair Niles' "Condemned" (Harcourt, Brace) kept a continuous crowd in front of the window for two full weeks, largely because the photographs and clippings displayed had a news and human interest that made the passerby wish to stop and examine closely each single part of the exhibit.

English Booktrade News

From Our London Correspondent

Modern History

MAJOR GEORGE HAVEN PUTNAM, Hon D. Litt (Oxon.), at the invitation of Professor Robert McElroy, M.A., Professor of American History at Oxford, gave a lecture in the Examination Schools recently on Abraham Lincoln. Major Putnam paid a flying visit to Geneva and later went to Oxford.

Some Best Sellers

FICTION

- "The Battle of the Horizons." Sylvia Thompson.
- "My Mortal Enemy." Willa Cather.
- "The Mystery of the Barren Lands." Ridgwell Cullum.
- "Farewell to Youth." Storm Jameson.
- "The English Miss." R. H. Mottram.
- "The Assassin." Liam O'Flaherty.

GENERAL

- "The Son of Man." Emil Ludwig.
- "The Prayer Book Crisis." Rt. Hon. W. Joynson-Hicks, M.P.
- "Politicians and the War." Lord Beaverbrook.
- "Life of Lord Curzon." Vol. 2. Lord Ronaldshay.
- "The India We Served." Sir Walter Lawrence.
- "Skyward." Commander Byrd.

Authors and Publishers

ARTHUR WAUGH, the chairman of Chapman and Hall, is probably as fine a critic of poetry and essays as one can find in England today. His reviews in the *London Daily Telegraph* are always in excellent form and find a good many readers. Incidentally, Alec Waugh, his son, who used to be closely identified with Chapman & Hall, is, of course, the famous novelist. He returned a week or two since from Tahiti. Then, there is a younger brother, Evelyn Waugh, who has lately published a book on Rossetti. W. L. George used to be a director of Chapman & Hall, and when he died Ralph Straus took his place.

Bookbinding Scholarships

J. R. RIDDELL continues to direct with considerable power and vision the fortunes of the London School of printing, and he tells me that they are setting up some examinations in bookbinding under the name of the Winterbottom Scholarship. There are also some examinations associated with the Newspaper Proprietors' Association's scholarship and process work. The school is doing excellent work.

Methuen & Company

THE controlling shares in the new Company of Methuen & Co. are in the hands of George Roberts, who is a Londoner. Mr. Roberts was, for more than twenty years, a director of a big firm of biscuit manufacturers. He was the inventor of a well-known biscuit which is called "Pat-a-Cake." In an interview, Mr. Roberts said "I have bought the shares of Methuen's firstly as an investment, and secondly as a matter of private interest. I was persuaded to purchase by the fact that since the death of Sir Algernon Methuen, this famous firm has made even greater progress than during his lifetime." At the end of the interview, Mr. Roberts said "I have never read a book! I have no time." We cannot help thinking that Mr. Roberts is an extremely modest man, and really did not mean this. In an interview which E. V. Lucas, the well-known Chairman of Methuen's gave a prominent London paper the other day, he said "I am not in a position to disclose details of the transaction. There will, however, be no change in the staff or active management of policy of the company, and altho it is possible that there will be one new director, I shall remain chairman."

The Literary Agent

LAST week Michael Joseph gave a talk at Foyles Bookshop on "Some Experiences of a Literary Agent." He is a director of the famous international literary agency, Curtis Brown, Ltd.

An A. B. A. Page

Ellis W. Meyers, *Executive Secretary*

32 University Place, New York City

THE feeling that booksellers, members of the A. B. A. would not be able to assimilate the necessary minimum of ten thousand copies of each monthly *BookSelection* is rapidly disappearing. Each mail brings more orders to the executive office, and the total is

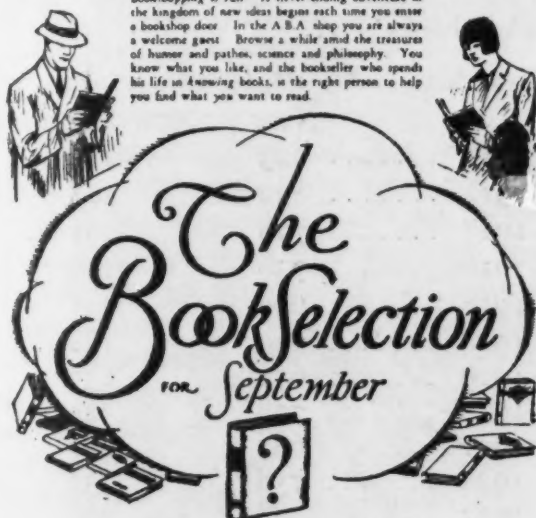
ation of seventy-five thousand dollars each year.

The advertising theory of this campaign is based on the probable growth of the monthly appropriation. At first we will have the smallest amount to spend. Our big objective is to reach those who are not regular bookstore customers, but there are two things we must do during the "building up" stage. The first is to sell each book selected in a greater quantity than the publisher might anticipate under ordinary circumstances. That will build up publisher-confidence, as it will show that we are keen about giving each one a tangible return for his cooperation. The second is to meet all direct mail selling competition. Our advertising therefore will appear first in national media of the more "bookish" type altho about one third of the first appropriation will buy newspaper space. As we increase, practically all of the increase, can be spent in the "general" type of magazines and the newspapers.

When will the booksellers who are not members of the A. B. A. learn to grasp a real opportunity? How long is it going to take the entire trade to learn that age-old theory about the strength of cooperative action? Greater strength at the beginning will assure us of success, and success means more books sold by all A. B. A. members. The accompanying coupon awaits your signature. Send it in at once.

BE A BOOKSHOPPER!

Bookshopping is fun! A never-ending adventure in the kingdom of new ideas begins each time you enter a bookshop door. In the A. B. A. shop you are always a welcome guest. Browse a while amid the treasures of humor and pathos, science and philosophy. You know what you like, and the bookseller who spends his life in knowing books, is the right person to help you find what you want to read.



The *BookSelection* is chosen each month by the most experienced bookmen in the country. From proofs and manuscripts submitted to them by all publishers long before publication, they select one book of outstanding interest and literary worth. The book is then approved by a group of eminent critics. It is sure to be good, if it's a *BookSelection*! Examine it for yourself in any A.B.A. store.

Ask one of these A.B.A. bookshops to show it to you.*

*Members of the American Booksellers Association. Look for this symbol.



rapidly increasing. The average-order-per-bookseller is sufficiently high to guarantee the necessary minimum when orders have been received from all our members.

But we have already added new members to the roster because of this plan and, as there are over a thousand non-member booksellers, it seems quite likely that our membership will grow and the plan will grow with it. *BookShopping* will be advertised as it should be advertised when we have swelled the standing order to twenty-five thousand or more. That amount will give an advertising appropri-

ORDER FORM

American Booksellers Association
32 University Place
New York, N. Y.

I want to see the cooperative *BookShopping* campaign started.

Enter my order for of each *BookSelection* at your regular discounts.

(Check One)

I am a member of the A. B. A.

I am not a member of the A. B. A.

but hereby request that you send an application blank and full particulars of the other advantages of membership.

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.....

Half-Yearly Figures

THE Booklisting Department of the *Publishers' Weekly* has completed the records of six months and the totals printed herewith show a surprisingly close correspondence to last year's output, an increase of just 1%.

The largest increases were in Religion (69 titles), Biography (39), Geography and Travel (32). Decreases were shown in History (50), Business Books (50), Poetry and Drama (35). Fiction shows almost no fluctuation, nor do juveniles.

Six Months of Publishing

A classified summary of the new output, new titles and new editions

	1927	1928	
Religion	372	441	+ 69
Sociology	234	260	+ 26
Law	67	47	- 20
Education	105	105	00
Philology	104	125	+ 11
Science	192	184	- 8
Technical	143	134	- 9
Medicine	140	158	+ 18
Agriculture	51	59	+ 8
Domestic Economy ..	26	29	+ 3
Business	128	78	- 50
Fine Arts	95	76	- 19
Music	36	29	- 7
Games	49	61	+ 12
Gen'l Literature	209	175	- 34
Poetry & Drama....	350	315	- 35
Fiction	867	888	+ 13
Juveniles	205	221	+ 16
History	273	223	- 50
Geography & Travel.	181	213	+ 32
Biography	254	293	+ 39
Miscellaneous	22	30	+ 8
Total	4223	4265	+ 42

Fiction Production

With the great increase in non-fiction in the last few years, especially in the field of biography, the question is often raised as to what has been happening in fiction. With a view of seeing what the publication records will show, the *Publishers' Weekly* reprints herewith the record of fifteen years as gathered in the *Publishers' Weekly* office, in the first column new titles, and in the second new editions and reprints.

The effect of the war was early in evidence, even before the United States en-

tered the conflict, and after the number of titles had shrunk 50% there was a steady increase until in 1926 the totals of 1913 was reached and in 1927 it was passed. It seems likely that 1928 will be a little below 1927. The record of reprints is even more interesting, showing the increased tendency to issue standard books in new forms. This does not mean merely old and out-of-copyright classics, but also reprint editions such as are made by Burt and Grosset & Dunlap and others. With the stabilization of production, there has also been since the war an increase of the reprints of standard literature such as are included in the Nelson and Oxford series and newer enterprises such as the Modern Library, Appleton, the Borzoi pocket books, etc.

Fiction Output

	NEW	NEW EDITIONS
1913	943	213
1914	832	221
1915	728	191
1916	736	196
1917	677	245
1918	620	168
1919	671	233
1920	778	345
1921	683	277
1922	758	331
1923	788	262
1924	871	350
1925	898	528
1926	945	576
1927	1153	601

The Bread Loaf Conference Enters Third Session

THE Bread Loaf Conference of Creative Writing, a division of the Middlebury Summer School of English, holds its third annual session at the Bread Loaf Inn, Middlebury, Vermont, for two weeks beginning August 21st. As heretofore it is to be under the direction of John Farrar, former editor of the *Bookman*, and now associate editor of Doubleday, Doran. Assisting Mr. Farrar on the regular staff at Bread Loaf will be Grant Overton, author; Robert M. Gay, essayist; Margaret Widdemer, novelist and poet; Joseph Auslander, poet, and Harry Maule, editor of *Short Stories*, and *The Frontier*.

The Sale of Reference Sets in Bookstores

"Chambers" as a Trade Edition Brings Up an Old Discussion

IN the evolution of book distribution, the sale of reference sets has largely proceeded toward direct canvassing methods, and there is probably a logic in this development. At the same time, the publication thru the trade of a revision of one of the standard encyclopaedias gives an opportunity for booksellers to review their function in the distribution of reference sets, and many will discover that they have their own advantages in this field, even over expert canvassers.

The canvassing method has won its present predominance in the reference field because, first, the publisher of a set, knowing his product thoroly, everything that went into its preparation, all its features as they compare with similar products, can train field workers who will know every step of the route they must follow to a final sales decision and who have but the one mission, day in and day out, to make that story of theirs more effective in its sales results. Again, the canvasser, once established in his contact with the possible buyer, is reasonably safe from interruption while he concentrates on the demonstration of his set. He is in the atmosphere of the customer's home or office. He can picture the set in actual service, and he probably knows, after a few minutes, the number and ages of the children that may be served by an encyclopaedia or reference work, and the customer, on his or her part, visualizes the set in actual operation. Again, the canvasser has the advantage, because of his limited time, of persuading the customer to make an actual decision, often so difficult to obtain in larger items of purchase. He is there only for the day, he is about to move off, the home office is at a distance. The customer who has followed the line of reasoning instinctively feels that it would be better to close the transaction at once. Still another advantage the canvasser has is that his firm is experienced in handling time payments, so that the collection

problem goes along smoothly and without irritation.

The bookseller, on the other hand, is in a different situation. He is at a disadvantage at a point where the canvasser has an advantage. He cannot be as thoroly trained in the knowledge of any one reference set as the canvasser. He is handling too many books, and it is usually impossible to take any one salesman off other work and bring him to the letter-perfect state of the trained field worker. He cannot work in the atmosphere of the person's own library. There is the confusion of the store and always possible interruption. He cannot strike effectively toward the closing of the argument, as the customer knows the store will be there for months and years to come, and it is almost instinctive with him on a large order to suggest postponement and later decision. Finally, he is not as well equipped for time payments, which are as often as not a deciding factor in closing a subscription sale.

The statement of these facts, however, does not close the whole argument. The bookstore must and does, in becoming successful in this field, take reckoning of its own advantages. The bookstore is always at the same address, and has the advantage of a long-established concern with the community and its customers. They have confidence in the dealer; they know where he will be in case of any later questions as to the set; they know that they have benefited by other advice he has given them. Again, the dealer has the advantage of being able to bring up the subject more than once.

The canvasser has to move on, but the customer makes continuing calls at the bookstore, and the sales resistance wears away if the arguments are good. Then, too, the bookstore usually has a more intimate knowledge of the customer's family and family needs than the canvasser, who

has the impressions of but one call, and therefore the bookseller can bring his own knowledge of the home library needs to the front, picture the sets vividly in actual home use. The bookseller also has the benefit of the seeds planted by the canvassers who are going up and down the country preaching the value of reference sets, oftentimes talking to people who are prejudiced against the house-to-house method or who are incapable financially or mentally of making immediate decision. All these seeds planted may be likely to blossom in the bookstore, which is always in its place and always ready to serve. The question of time payments ought to be easily worked out if the store makes up its mind to do any amount of this type of business, and it is very often found that customers would prefer to pay the whole in three or four installments rather than to stretch it out over a dozen.

At the present time, there is special incentive to the bookseller in this sale of sets. He needs the larger units of sale. Rents have increased; salaries have increased; and the total sales per salesman must increase if the store is to be successful. This means that the introduction of larger sales units must be an important part of the bookstore program and sets of books are to be considered.

This review of the bookstore's part in the sale of sets has not been written with one set in mind and not with any idea that store sale can replace the need of canvassing programs, but, the publication thru the trade of a new revised edition of a book of such recognized value as Chambers' Encyclopaedia by the Lippincott Company brings the subject up. For store experimentation, Chambers has the advantage of being well known to everyone. It is of medium price and medium length for the home library. It has been completely revised, and, at this moment, is completed to the tenth volume. It is not often that there is such a good opportunity to try the set selling program, and it seems perfectly likely that, if the bookseller familiarizes himself with the points in favor of the set, uses the circulars liberally, plans a good campaign, between now and the time when the next school session is in full swing, he will have had both profit and prestige from the enterprise.

Jackson Memorial Volume

IN connection with the publication this week of Meredith Nicholson's historical novel of Andrew Jackson, "The Cavalier Of Tennessee," the Bobbs-Merrill Company is planning to present to the Hermitage, Jackson's home in Tennessee, a special Jackson Memorial Volume. There will be but one copy, made up of Mr. Nicholson's original manuscript and illustrated with a collection of photographs and documents. The publishers are making a general appeal to the public at large, for contributions in the way of illustrative material—original pictures, maps, documents, anything pertaining to Andrew Jackson, Rachel Jackson and the several hundred people and places and events mentioned in Mr. Nicholson's novel. "The Cavalier Of Tennessee" covers Jackson's life from the time of his admission to the bar to his inauguration as the seventh president of the United States. Anyone who has illustrative material covering this period is invited to submit it to the Bobbs-Merrill Company.

All material will be submitted to the judges: Meredith Nicholson and Mrs. James S. Frazer, Regent of the Ladies Hermitage Association, for approval. For each accepted contribution, Bobbs-Merrill will present an inscribed copy of "The Cavalier Of Tennessee" and the sender's name and address will be recorded in the memorial volume. Contributions that cannot be used will be carefully returned to the senders. The book will be exhibited thruout the United States, in libraries, museums and bookstores before being sent to the Hermitage where it will remain on permanent public view.

Chicago's Booksellers' Row

JOHN DRURY in his new book, "Chicago in Seven Days," has invited the rest of us to call Wabash Avenue "Booksellers' Row." He points out that among the reasons for rechristening the street are the bookstores of Marshall Field, Brentano, Ben Abramson, Morris H. Briggs, Farquhar & Albright, Follett, Theosophical Book Concern, Westminster Press, Ye Booke Stalle Company, Wilcox and Follett and many others.

Philadelphia Booktrade News

Donald F. Rose

Editor, Stuff and Nonsense

THE original manuscript of the original "Alice in Wonderland" is just now on exhibition at the Philadelphia Public Library, where it is resting comfortably for a while after its recent expensive Trans-Atlantic journey. At the same time a fascinating display of "Carrolliana," or whatever one should rightly term it, appears in the window of Campion's, at 1905 Walnut St. This includes a variety of early editions of "Alice," many autographed gift copies and so forth, and is a loan for the time and occasion from the notable collection of Mr. Morris L. Parrish of Pine Valley, N. J. Naturally enough, this window attracts constant attention and inquiry, and to further public interest and education Campion's are putting out a neat little pamphlet, engagingly written by one Joseph Jackson, telling the entertaining history of this famous book. The present display is one of a series whereby this window of the new store has been dedicated to the interests of book-lovers and collectors. Lately there was a display of portraits and original autographs of twenty-nine Presidents of the U. S., and the enterprising Mr. Horn contemplates further novelties.

It is announced that Campion's are now distributors for the Widecombe Edition of Eden Phillpotts, the first uniform edition of the Dartmoor Novels, made on rag paper and handsomely bound. Only 200 sets were made available for America, and Philadelphia collectors have already cut deep into the quota. The set is in 20 volumes, autographed, and sells for \$80.

The rare book business rides along handsomely in Philadelphia, with constant surprises and sensations out of Walnut St., where are also found Dr. Rosenbach and Charles Sessler. Mr. Sessler, as a matter of fact, is not at home but busy overseas in search of new treasures. In his absence Miss Zahn shows the reporter a copy of the "Catholicon" of Balbus of Genoa, a

magnificent example of the work of the second Gutenberg press, dating 1460 and holding fourth place among printed books and first among secular works of any magnitude. The book is a classical encyclopedia and complete text-book for the study of Latin, and enjoyed great popularity in its own times, tho now only 65 copies are known and few in such excellent condition as this. Since 1900 only two complete copies have come into the market.

The lesser breed of collectors has a new source of supply in the Aldine Book Shop, which has put out from its new home at 222 S. 17th St., a Catalog of First Editions. The collecting interest in modern books steadily increases, and a study of this catalog is full of surprises and some regrets for those who have loved and lost the books of a past decade or so.

The Philadelphian's diligent pursuit of news for this page has earned him another dividend in the discovery of two new shops. One he should properly have known before, since the firm and family of William J. Campbell have been continuously in the book business in Philadelphia since 1850, dealing in old and rare books. Therefore they dispute with Leary's the title of the "oldest bookstore," balancing the longer identity of the firm name against the extra years to Leary's credit. Concerning Leary's, this reporter confesses authorship of a sketch entitled "The Dime Museum" in the *North American Review* for August. The Philadelphia store is not mentioned by name, but those who have been there will recognize the ten-cent shelf.

The other discovery is the bookshop of Emma Feldman at 1232 Locust St., one of the few "personal" sanctuaries for books and booklovers that has resisted the temptation to hang on to the skirts of Rittenhouse Square. Miss Feldman's shop jumped into fame recently when Vivian Shirley, columnist for the *Evening Public Ledger*,

made it the subject of her daily story. Miss Shirley's stunt is to find human-interest material in sundry trades, habits and amusements of the city, and on this occasion she turned clerk and did her best to sell a \$2 book for \$2.50 to a red-headed poet. Miss Feldman's shop is something of a haven for the writing fraternity, and further, is kind to young artists, whose masterpieces adorn the walls, but may be removed at a price.

The Quill Bookshop, just around the corner from Rittenhouse Square, turns a small window to excellent account. A particularly charming effect was achieved at the time when the annual Flower Mart turned the old square into a gorgeous garden, at which time Quill had its own miniature lily-pool and adornments of trailing ivy and small statuary to set off a display of gardening books. Just at present travel has its turn, tho by some jest of juxtaposition D. W. Streeter's "Camels" stands shoulder to shoulder with J. C. Long's "Bryan." Nearby at George W. Jacob's, Bob Stayton achieved a scoop in window display on the morning after the nomination of Hoover. By staying up half the night and working all his wiles on newspaper friends he managed to secure a large portrait of the nominee, get it framed, and surround it with a selection of the political books whose name is now legion. At the Locust Street Bookshop there are no windows, but the regular publication of *Selective Book Notes* keeps its neighborhood public informed of matters of seasonal interest and importance. The Suggestion-of-the-Month is the Blue Box, intended for anniversaries, travel packages and gifts in general. This package idea seems always successful, and particularly helpful to those shops whose business depends much on personality and individuality.

Word comes from the University of Pennsylvania Press of the publication of "Harvey Baum," a Study of the Agricultural Revolution, by Edward S. Mead of the University, whereby we learn with proper pride that our home-town institution keeps up with its academic fellows in producing books not alone for pupils and professors. Macrae-Smith Company is nearly ready with "An Alphabet of Aviation," by Paul Jones, in which more than

sixty-three color illustrations by Edward Shenton show the types and parts of planes for the rapidly rising generation. "Tarpaper Palace" by Lida Larrimore, gains steadily in popularity, principally, it seems, because its heroine is a "frightfully old-fashioned girl" and therefore somewhat of a *rara avis* in these days of synthetic complexity. Florence Ward will soon add a fifth novel, "Second Eden," to her series from this house.

Lippincott's contribute their share to the crime wave this month with "Red Scar," by Anthony Wynne, another Doctor Hailey detective story with a simply swell jacket. "Will o' the Wisp," a mystery-romance by Patricia Wentworth, will be ready at the end of the month. Concerning recent books we learn that Tristram Tupper's "The River" is in its third printing and going strong. Certainly we see it all over town, and Wanamaker's big window is literally flooded with it. The story is now being filmed and the producers have found no difficulty in taking it out of the mountains of Tennessee to a more convenient location in the state of Washington. Richardson Wright, author of "Hawkers and Walkers In Early America" has written a book about some less remembered but fascinating American women which Lippincott will publish in October under the title of "Forgotten Ladies." Mr. Arthur D. Howden-Smith has just completed a biography of John Jacob Astor, to be published in the fall, and a moving tale is told of how he lost part of his manuscript in a New York taxicab and recovered it thru an advertisement. It sounded almost too good to be true, but we saw it in the New York Times, so it must be so. And finally we learn that Ellis W. Bacon, treasurer of the company, is just leaving for three months in Berlin, Leipsig, Munich and Paris, to see what he can find. So we come away from there, thinking dark thoughts concerning the hardships of the publishing business.

Bessie Graham who conducts at the William Penn Evening High School the ancestor of all the schools of bookselling in the country, has just completed the manuscript of the third edition of "The Bookman's Manual," which will be published this fall by the R. R. Bowker Co.

July 7, 1928

Communications

BOOKS ON MODERN ART

D. S. BRASSIL BINDERY

New York, June 13, 1928.

Editor, *Publishers' Weekly*:

I was very much surprised on reading the bibliography on Modern Art in the current *Publishers' Weekly*, not to find two titles, "Evolution of Modern Art" by Frank Rutter, published by the Dial Press, and "Modern French Painters" by Jan Gordon, published by Dodd, Mead Company.

Both of these men are English artists and have studied and lived and worked in Paris, and have known intimately many of the men prominent in the movement, and have intimate knowledge of their aims.

One other thing these two books have in common; both contain a common sense intelligible exposition of the Cubist movement and are about the only books which have such, and I may say in passing that I have read most of the books on your list and own copies of about one-half of them.

The University of North Carolina has an Extension course in Modern Art, planned mainly for the Art Groups of Women's Clubs. The course is based on three books, one of which is Frank Rutter's "Evolution of Modern Art."

I am intensely interested in this movement and have been for many years, and naturally in your list and the preceding article.

Very truly yours,

HENRY CHEQUER.

BOOK BEGGING

Nashville, Tenn.

June 23, 1928

Editor, *Publishers' Weekly*:

On my return to my desk recently I prowled thru a number of recent issues of *Publishers' Weekly*. Let me commend you on the article on page 1853 of the issue of May 5th, "Book Begging."

I suspect that anywhere from five to ten requests reach us daily. Of course we have various ways of treating these requests but your argument is the soundest that I know,

45

"What other equipment is begged from the manufacturers?"

Cordially yours,

COKESBURY PRESS,
Jos. V. Pilkington.

WHY NOT A RENTAL LIBRARY ASSOCIATION?

PUBLIX FICTION CIRCULATING LIBRARIES
1980 Unionport Road,
New York City

May 28, 1928.

Editor, *Publishers' Weekly*:

Your last few issues of "The Weekly" have contained articles of interest to me pertaining to circulating libraries, particularly that article in the May 19th issue.

My opinion of the chain libraries, and my methods of operating are, in general, the same as the "Associated."

It seems to me that an association of some kind similar to that suggested for the protection of the libraries is very essential, and would be found beneficial, a sort of clearing house, where valuable information could be obtained, regarding the honesty and ability of the storekeepers.

For instance, I withdrew my library from a druggist because I caught him cheating. What was the result? A week later, he had another company's library. This druggist won't change his methods, if he can continue getting other libraries. Other stores sold books, kept the money, and merely said they didn't know what was happening to the books. An association would keep this sort of person from getting a library, and might help in keeping temptation from the others.

Don't you think this could be arranged with, for instance, the *Publishers' Weekly* as the clearing house for this sort of information? I personally would be pleased to impart this information for the benefit of other chains.

I have come across several chains of libraries in the past year, whose methods I feel certain do not lead to success. They seem to think that misrepresentation will get them somewhere. One company went so far as to represent themselves as a subsidiary of a large jobbing concern. However, they didn't get very far.

The next to last paragraph in your article is very true, and I see proofs of its truth

every day. Many systems are springing up over night, and we will see very few survive. In my opinion there are three reasons that come immediately to mind on which I base this prediction.

1. Inexperience
2. Overcrowding a neighborhood
3. Paying too high a commission.

There was a time when an assortment of ninety remainders and reprints, and ten new fiction titles was a good library. Today the books wanted are those at \$2.50 with a big demand for non-fiction at higher prices. The public wants the newest books immediately, which means several copies in a store.

You may add as difficulty number 4, the idea that little capital is required. You can open several bookstores for the money needed to make a chain library a financial success.

Circulating libraries are here to stay, and they will be a large outlet for the publishers. But—there will be many changes in methods, mainly, the rental fees.

I will look forward for more articles in your publication which I find very helpful to me.

RICHARD GOLDBLATT.

Obituary Notes

JOSEPH KINSELLA

JOSEPH KINSELLA, founder and president of the Frontier Press, Buffalo, N. Y., died at his home in that city on June 23rd, aged sixty. After practicing law a few years he became interested in marketing reference books, and in 1907 with his brother he started the Frontier Press. The two most notable sets issued by them are the "Standard Dictionary of Facts" and the "Lincoln Library of Essential Information."

RICHARD WHITEING

RICHARD WHITEING, author and journalist, died in London on June 29th at the age of 83. He entered journalism in 1866 with a series of satirical sketches in the London Evening Star which were later gathered in his book "Mr. Sprouts—His Opinions." He served as newspaper correspondent in Paris and New York. Mr. Whiteing's most popular book was "No. 5 John Street," which was published in

1899. Among his other books are "The Democracy," "The Island," "The Life of Paris," "Ring in the New," and an autobiography, "My Harvest."

JACK BETHEA

JACK BETHEA, editor of the *Birmingham Post* and a novelist, committed suicide by hanging, on July 2nd in Birmingham, Ala. Among his novels were "Bed Rock," "Honor Bound" and "Cotton," the first two of which were filmed. He was 35 years old.

JOSEPH BUSHNELL AMES

JOSEPH BUSHNELL AMES, novelist and author of books for boys, died last week at his home in Morristown, N. J. He was 48 years old. Mr. Ames was a prominent member of the National Council of the Boy Scouts of America, and was President of New Jersey's Morris and Sussex County Council. His books include "The Treasure of the Canyon," 1907; "The Mystery of Ram Island," 1918; "The Emerald Buddha," 1921; "The Man From Painted Post," 1923; "The Lone Hand," 1926; "The Valley of Missing Men," 1925 (under the pseudonym of Lynn Gunnison); "Secret of Spirit Lake," 1927; "Flame of the Desert," 1928 and "Chaps and Chukkers," 1928.

Business Notes

SEATTLE, WASH.—Ralph W. Brown has sold the Bookman's Library, 1602 Fourth Ave., to Edith M. Irwin, who will continue under the same business name.

WILLIAMSPORT, WEST VIRGINIA—Vause W. Marshall has opened a rare book and document shop and is specializing in Southern books and autographed material by mail.

NOTICE

Extra copies of this issue of the *Publishers' Weekly* containing the Mid-Year Index to New Books can be had at 15 cents each while they last.

THE PUBLISHERS' WEEKLY

The Weekly Record of New Publications

THIS list aims to be a complete and accurate record of American book publications. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case word "apply" is used. When not specified the binding is "cloth."

Imprint date or best available date, preferably copyright date in bracket, is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

Akeley, Delia J.

"J. T., Jr.,"; the biography of an African monkey. 252p. il. D c. N. Y., Macmillan \$2.25
Incidentally the story of the explorations of J. T. Jr.'s mistress, Mrs. Carl Akeley, in the jungles of Africa.

Alcott, Louisa May

Little men; life at Plumfield with Jo's boys. 405p. il. D (Every child's lib.) [n.d.] Akron, O., Saalfeld Pub. Co. 60 c.

An old-fashioned girl. 401p. il. D (Every child's lib.) [n.d.] Akron, O., Saalfeld Pub. Co. 60 c.

Allen, Philip Schuyler

The Romanesque lyric. 391p. (bibl. notes) O c. Chapel Hill, N. C., Univ. of N. C. Press \$4.50

Studies in background and development of the Latin lyric from Petronius to the Cambridge Songs, 50-1050. The translations into English verse were made by Howard Mumford Jones.

American Engineering Council

Safety and production. 414p. diags. O '28 N. Y., Harper \$5

Ankrum, Morris, and Duffey, Vincent

The mystery man; a mystery play in three acts. 97p. il., diagr. D (French's standard lib. ed.) c. '27, '28 N. Y., S. French pap. 75 c.

Arlitt, Ada Hart

Psychology of infancy and early childhood. 227p. il. D (McGraw-Hill eutheics ser.) '28 N. Y., McGraw-Hill \$2

Ask, Mihran Nicholas, ed.

Who's who in journalism; national journalistic directory for the U. S. A. and Canada for 1928; 2nd annual ed. 638p. (4p. bibl.) O [c. '28] N. Y., Journalism Pub. Co., 110 W. 32nd St. \$5; lea., \$8

Including a directory of newspapers and magazines in addition to biographies of journalists, and other reference departments.

Bagley, Caroline

My trip through Egypt and the Holy Land. 223p. il., map D [c. '28] N. Y., Grafton Press [F. H. Hitchcock] \$3

Bailey Carolyn Sherwin

Sixty games and pastimes for all occasions [new ed.] 253p. il. (pt. col.) D [c. '23-'28] Chic., A. Whitman \$1

Beeding, Francis

The Six Proud Walkers. 324p. D c. Bost., Little, Brown \$2

A young Englishman falls into the company of six murderers near Rome and uncovers a surprising plot at the risk of his life.

Bemis, Samuel Flagg, ed.

The American Secretaries of State and their diplomacy; v. 5. 445p. (75p. bibl. notes) il. O c. N. Y., Knopf buck. \$4

This volume includes "Daniel Webster" by Clyde Augustus Duniway, "Abel Parker Upshur" by Randolph G. Adams, "John Caldwell Calhoun" and "James Buchanan" by St. George Leakin Sioussat.

Bessey, Mabel Abbot, and Stiles, R.

Mechanics of composition. 160p. D '28 N. Y., Oxford B'k. Co. 92 c.

Bevan, G. M.

Early Christians of Rome; their words and pictures. 127p. (bibl.) il. D '28 N. Y., Macmillan \$1.60

Bible, Old Testament

The book of Ruth; Hebrew text; ed. by A. R. S. Kennedy. 79p. D (Texts for students no. 42) '28 N. Y., Macmillan 90 c.

Airway construction book, The. no p. il. (col.), cut-outs obl. Q (Construction b'ks) [n.d.] N. Y., S. Gabriel 75 c.

American Automobile Ass'n; Foreign Dept.

Motoring abroad. 160p. (6p. bibl.) il., map O [n.d.] Wash., D. C., Author, Pa. Ave. at 17th pap. apply

A. L. A. Educ. Committee, comp.

School library yearbook, no. 2. 189p. O '28 Chic., Author pap., \$1.65; school lib. score card, 25 c.

Averell, Clara R.

Youth rebels; a comedy in two acts. 17p. S c. '28 N. Y., Fitzgerald Pub. Corp. pap. 35 c.

Birtwistle, George

The new quantum mechanics. 303p. (bibl. footnotes) diagrs. O '28 [N. Y., Macmillan] \$5.50

Prepounds the outstanding theories developed in the last two years relating to quantum mechanics.

Bond, Otto Ferdinand

Terre de France; premières lectures. 270p. (bibls.) il., maps D (Univ. of Chic. junior college ser.; romance langs.) [c.'28] Chic., Univ. of Chic. Press bds. \$1.50

Selections that will form a background for the study of France and French literature.

Bonsels, Waldemar

An Indian journey. 273p. il. O c. N. Y., A. & C. Boni \$4

This record of a sojourn in India tells of the country and the jungle—the mystic India.

Bower, B. M., pseud. [Mrs. Bertha Muzzy Sinclair-Cowan]

Hay-wire. 311p. D c. Bost., Little, Brown \$2

Lynn Hayward determines to escape the shiftlessness of his family, when he falls in love with the new schoolteacher in a small western town. The finding of a murdered miser's hoard complicates matters.

Brasch, F. E., ed.

Sir Isaac Newton. 340p. O '28 Balt., Williams & Wilkins \$5

Browne, Frances

Granny's wonderful chair and the tales it told. 247p. il. D (Every child's lib.) [n.d.] Akron, O., Saalfeld Pub. Co. 60 c.

Bryan, John Thomas Ingram

Japanese all. 250p. D [n.d.] N. Y., Dutton \$2.50

Essays on all sides of Japanese life and character, grave and gay.

Burgess, John William

The sanctity of law. 356p. O '28 N. Y., Harper \$3.50

Burns, Elmer E.

Radio. 290p. il. D '28 N. Y., Van Nostrand \$2

Butler, Rachel Barton

Prudence in particular; a comedy in three acts. 94p. diagr. D (French's standard lib. ed.) c.'17, '28 N. Y., S. French pap. 75 c.

Capart, Jean

Lectures on Egyptian art. 322p. il., map, diagrs. O '28 Chapel Hill, N. C., Univ. of N. C. Press \$5

A survey of Egyptian art with emphasis on the work of the excavators.

Chase, Stuart, and others, eds.

Soviet Russia in the second decade; a joint survey by the technical staff of the first American Trade Union Delegation. 387p. (bibl. footnotes) diagrs. O c. N. Y., John Day \$4

An account of present conditions in Russia.

Clark, George L.

Fundamentals of early Christianity. 932p. O [c.'28] N. Y., Mathers Pub. Co., 404 4th Ave. \$5

In which the author writes briefly on authorship, historical authenticity, and interpretation of those parts of the New Testament most influential in forming the doctrines of early Christianity.

Collier, Robert

The life magnet; 7 v. 897p. S [c.'27, '28] N. Y., Author, 599 5th Ave. fab. \$7.85 set

The first two volumes were published in 1927 under the title, "The Secret of Gold."

Cooper, Mabel Lee

Seven psychological portraits; a handbook for parents and teachers. 193p. D [c.'28] Milwaukee, Morehouse Pub. Co. \$2

Psychological analyses of seven periods of childhood from infancy to adolescence.

Crafton, Allen, and Royer, Jessica

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Early to bed. Kahler, W. \$2.50 Knopf

Economic impact of America, The. Peel, G. \$4.25 Macmillan

Elementary craftwork in metal. Shirley, A. J. \$2 Bruce Pub. Co.

English literature. Leo, Brother. \$2 Ginn

Epochs of Greek and Roman biography. Stuart, D. R. \$3.25 Univ. of Cal. Press

Eskimo Island and Penguin land. Snell, R. J. \$1 A. Whitman

Favourite Bible stories retold for the children. Timothy, Uncle. 30 c. E. Kaufmann

Few flowers of the Italian Riviera, A. Day, H. G. \$1.25 Macmillan

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Friend Hannah. Kester, P. 75 c. S. French

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 General shop mathematics. Harper, H. D. \$1.50 *Van Nostrand*
 Granny's wonderful chair. Browne, F. 60 c. *Saalfeld Pub. Co.*
 Grey feet of the wind, The. O'Byrne, C. \$1.75 *Ard-Ree Press*
 Group-study plan, The. Maguire, E. R. \$1.80 *Scribner*
 Guests of Holy Night. Graebner, T. C. 50 c. *E. Kaufmann*
 Hank Miller. Wolf, M. H. \$2.50 *Greenberg*
 Hay-wire. Bower, B. W. \$2 *Little, Brown*
 Here's how! Judge Jr. \$1 *John Day*
 High school trigonometry. Curtiss, D. R. \$1.48 *Heath*
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 Indian journey, An. Bonsels, W. \$4 *A. & C. Boni*
 Individual pupil, The. Mort, P. R. \$1.60 *Amer. B'k*
 Individuality of the pig, The. Morrison, R. \$6 *Dutton*
 International handbook of child care and protection. \$4 *Longmans*
 "J. T. Jr." Akeley, D. J. \$2.25 *Macmillan*
 Japanese all. Bryan, J. T. I. \$2.50 *Dutton*
 Java-Java. Steel, B. \$2.50 *Knopf*
 Justice and administration law. Robson, W. A. \$5 *Macmillan*
 Lectures on Egyptian art. Capart, J. \$5 *Univ. of N. C. Press*
 Life in the stars. Younghusband, F. \$3.75 *Dutton*
 Life magnet, The. \$7.85 *Robert Collier*
 Little folks from Spotless Town. Smith, L. R. \$1 *A. Whitman*
 Little men. Alcott, L. M. 60 c. *Saalfeld Pub. Co.*
 Man in the shadows, The. Daly, C. J. \$2 *Clode*
 Manual and models for college composition. Shipherd, H. R. \$2.60 *Ginn*
 Manual of meteorology; v. 2. Shaw, N. \$12 *Macmillan*
 Mechanics of composition. Bessey, M. A. 92 c. *Oxford B'k. Co.*
 More about Ellie and Mr. Me Too. Sloan, E. V. \$2 *Dutton*
 My trip through Egypt and the Holy Land. Bagley, C. \$3 *Grafton Press*
 Mystery man, The. Ankrum, M. 75 c. *S. French*
 Natural dance studies. Smith, H. N. \$2 *A. S. Barnes*
 New business English. Kimball, G. S. \$1 *Kimball Bros.*
 New picture method bridge. Whitehead, W. C. 50 c. *Experimenter Pub. Co.*
 New quantum mechanics, The. Birtwistle, G. \$5.50 *Macmillan*
 Newton (Sir Isaac). Braasch, F. E. \$5 *Williams & Wilkins*
 Notorious Ashley gang, The. Stuart, H. C. \$1.50 *St. Lucie Pr. Co.*
 Old Christmas. Irving, W. \$2.75 *Macmillan*
 Old-fashioned girl, An. Alcott, L. M. 60 c. *Saalfeld Pub. Co.*
 Our Atlantic possessions. Thomson, J. E. 90 c. *Scribner*
 Our Bible. Main, W. H. \$1 *Judson Press*
 Parents and teachers. Mason, M. S. \$2 *Ginn*
 Peel (Sir Robert). Ramsay, A. A. \$5 *Dodd, Mead*
 Pike fisher, The. Spence, E. F. \$2.40 *Macmillan*
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 Plato and Platonism. Pater, W. \$1.40; \$2 *Macmillan*
 Plays, players, playhouses. Kraft, I. \$2.50 *George Dobsevege*
 Political economy of Juan de Mariana, The. Laures, J. \$3 *Fordham Univ. Press*
 Practical review grammar. Wells, J. E. \$1.52 *Heath*
 Pragmatic revolt in politics, The. Elliott, W. G. \$3.75 *Macmillan*
 Preventive and corrective physical education. Stafford, G. T. \$3. *A. S. Barnes*
 Principles of factory organization and management, The. Davis, R. C. \$5 *Harper*
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 Psychology of infancy and early childhood. Arlitt, A. H. \$2 *McGraw-Hill*
 Radio. Burns, E. E. \$2 *Van Nostrand*
 Rip Van Winkle. Irving, W. \$2.75 *Macmillan*
 Road to God, The. Monod, W. \$2.40 *Macmillan*
 Romanesque lyric, The. Allen, P. S. \$4.50 *Univ. of N. C. Press*
 Safety and production. American Engineering Council. \$5 *Harper*
 St. Malo, St. Severan, Dinard, Dinan and Mont St. Michel. Salwey, J. \$1.75 *Macmillan*
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 Scissors cut paper. Fairlie, G. \$2 *Little, Brown*
 Second Latin lessons. Little, C. E. \$1.80 *Heath*
 Seven psychological portraits. Cooper, M. L. \$2 *Morehouse Pub. Co.*
 Seven sisters, The. Lilly, J. \$2 *Dutton*
 Six Proud Walkers, The. Beeding, F. \$2 *Little, Brown*
 Sixty games and pastimes for all occasions. Bailey, C. S. \$1 *A. Whitman*
 Social life of Scotland in the eighteenth century, The. Graham, H. G. \$2.40 *Macmillan*
 Soul digger, The. Paul, J. \$2 *Taylor Univ. Press*
 Soviet Russia in the second decade. Chase, S. \$4 *John Day*
 Speaker's Bible, The; the Acts of the Apostles; v. 2. Hastings, J. \$3.50 *W. P. Blessing Co.*

State and federal corrupt-practices legislation. Sikes, E. R. \$3 *Duke Univ. Press*
 Story of the theatre, The. Hughes, G. \$5 *S. French*
 Systematic laboratory studies of field crops and weeds. Michels, C. A. \$2.75 *Lea & Febiger*
 Teacher's manual of physical education, A. Panzer, H. \$2 *A. S. Barnes*
 Terre de France. Bond, O. F. \$1.50 *Univ. of Chic. Press*
 Text-book of general bacteriology, A. Jordan, E. O. \$6 *Saunders*
 Theistic monism. Evans, J. \$5 *Macmillan*
 Tower, The. Yeats W. B. \$2.25 *Macmillan*
 Tricks of the town. \$5 *McBride*
 Twenty years with James G. Blaine. Sherman, T. H. \$3.50 *Grafton Press*

Under the Christmas tree. Timothy, Uncle. 30 c. *E. Kaufmann*
 Under the north star. Gladfelter, K. E. 75 c. *Friendship Press*
 University of Utah plays. Lewis, B. R. 75 c. *W. H. Baker*
 War among ladies. Scott, E. \$2.50 *Little, Brown*
 We fight for oil. Denny, L. \$3 *Knopf*
 When west was west. Wister, O. \$2.50 *Macmillan*
 Who's who in journalism. Ask, M. N. \$5; \$8 *Journalism Pub. Co.*
 Who won the war? Mechen, K. 75 c. *S. French*
 Wood and forest. Noyes, W. \$5 *Manual Arts Press*
 Youth and the new America. Oxnam, G. B. \$1; 60 c. *Missionary Educ. Movement*

The Field of Old and Rare Books and Weekly Book Exchange

CURRENT RARE BOOK NOTES

Frederick M. Hopkins

TWO important William Morris items will be sold at Sotheby's in London on July 18. One is a copy of the Kelmscott Chaucer printed on vellum, one of 13 copies so printed; the other a manuscript on vellum of Virgil's "Aeneid," 370 pages folio, with decorations by William Morris and Mrs. Louise Powell, and large historiated miniatures after drawings by Burne-Jones by the late Charles Fairfax Murray, in a magnificent binding by Messrs. Leighton. This manuscript is described by Miss May Morris as "a masterpiece of modern calligraphy and a manuscript of the greatest interest." Of her father's floriated letters she says "that the arrangement and relation to the page, the quality of color and the handling are quite the finest in the book. The painting is solid and luminous, the broadly-designed leafage, carefully modeled and finished, is at once strong and delicate, reminding one of the finest early Gothic sculptured ornament. He made a beautiful and dexterous use of white in finishing and also played with the gold with evident enjoyment. Sometimes two colors are used—a pale silvery gold (the color of a harvest moon)

beside one of richer tone, or the gold itself glazed with thin red and painted with red veins." This modern manuscript, the production of Graily Hewitt, Mrs. Louise Powell, William Morris, Burne-Jones and Charles Fairfax Murray working together, evidently a labor of love, is a treasure that should make some Morris collector or lover of manuscripts happy.

THE paragraph about George D. Smith's first catalog several weeks ago has brought several interesting letters. One reader writes: "In the foreword to Smith's first catalog," he said, "I venture to think, tho the phrase is a somewhat hackneyed one, a perusal of this catalog will well repay the reader." This was the first bookseller's catalog of autographs that I ever received. I had begun an autograph collection some years before but all had been secured by writing direct to well-known men and women of the times. However, I bought several autographs paying only a few dollars for them. One of them I sold several years ago for nearly as much as all of the autographs were priced for when the catalog was issued."

Another reader writes: "The most important catalog of autographs from the James R. Osgood collection was issued by William Evarts Benjamin, March, 1886, two years after the organization of the Grolier Club, then doing business at 744 Broadway, which was very much of a novelty for me. The price of this catalog was ten cents a copy, I was so much interested in the free copy which I received that I ordered five copies, one of which I am sending with this letter. With the organization of the Grolier Club the interest in American first editions and American and English literary autographs may almost be said to have begun, and even at this time to most collectors it seemed hardly believable that autographs had a real money value." The catalog referred to was No. 4 in Mr. Benjamin's series and was 6 by 8½ inches and contained 36 pages. Undoubtedly this was one of the most important catalog that had been issued by a bookseller composed entirely of autographic material up to that time, and it is still interesting. There were several Dickens items ranging from \$1.25 to \$75; Emerson items from 75 cents to \$500, the latter being the price for the original manuscript of the famous lectures brought together in "Representative Men," containing 790 quarto pages. Bret Harte's manuscripts ranged from \$5 to \$75, the latter for "Two Men of Sandy Bar," in two volumes of about 125 pages each bound in half brown morocco. The complete autograph manuscript of Oliver Wendell Holmes's "The Professor at the Breakfast Table," 448 quarto pages, was priced at \$300; "The Autocrat of the Breakfast Table," not quite complete as the preface was lacking, \$325. The manuscript of the "Autocrat" was purchased many years after by J. Pierpont Morgan and it was said at the time that he paid \$10,000 for it. There was a long list of A. L. S. of Longfellow ranging from \$2.50 to \$4.00. A specially printed proof of "Keramos" with annotations and suggestions for illustrations in the handwriting of the poet was priced \$6.50. A collection of the "Literary Remains" of John Howard Payne, author of "Home, Sweet Home," comprising the original manuscript of "Woman's Revenge," originally played in this city; a "Diary" which he carried

from Paris to Tunis; a fragment of poetic fancies; three notes in the handwriting of Mrs. Shelley, the first edition of Payne's "Juvenile Poems," 1813, and letters by Payne and to him, altogether are listed at \$55. There are several hundred A. L. S. of American and English authors and statesmen priced from 35 cents to \$2, and Presidents' and Signers' signatures ranging from 35 cents to \$1. This catalog was issued 42 years ago and it would be illuminating to trace some of these items thru booksellers' and auction catalogs into great collections giving the final prices paid for them if space permitted. This autograph catalog, like the catalog of American first editions issued by Leon & Brother, a year earlier, is a landmark in American booksellers' bibliography.

AT the recent Commencement exercises the University of Michigan bestowed the honorary degree of master of arts on a bookseller of this city in the following citation made by Professor John G. Winter:

"Master of Arts: Lathrop Colgate Harper, an expert and scholarly bibliographer, who for many years has rendered discriminating and priceless service to collectors and universities in their pursuits of rare material. Untiring in his search for unique possessions, he has helped, in no small measure, to build up notable collections of Americana, including the one which gives to Michigan a special distinction and renown. With high appreciation of his exacting standards and his eminence in his chosen field, the university now welcomes him among her alumni."

No honorary degree was ever more deserved, and no university ever had better reasons for giving it. The William L. Clement's Library is a monument not only to the man who gave it to Michigan University, but also to the collector-bookseller who brought it together.

CATALOG No. 10 issued by The Aldus Book Co., Ltd., 309 East 52nd Street, comprising mainly modern first editions of American and English authors, 510 lots, contains many moderately priced books of interest to the young collector. There is a long list of Kipling and Stevenson first editions, and books relating to them.

Bookmaking

A Monthly Department With Directory of Manufacturing Firms

International Press Exhibition at Cologne

May Lamberton Becker

Conductor of "Reader's Guide," Saturday Review of Literature

SINCE I was last on the Rhine, the Woolworth Tower has risen to dwarf every giant building re-visited, and I was almost afraid to risk its effect upon Cologne Cathedral. For since my twenties, the word *height* has meant standing before those towers—at whose very foot you are shot out by the most dramatic railway-station in Europe—and gazing up, up to where they pierced rather than scraped the sky. It is, therefore, with some personal satisfaction that I report Cologne Cathedral still holding its own against the five-and-ten—especially if you come in by the midnight train and prowl around the vast incredible bulk looming out of the moonlight. Then you turn in until, if you are at the *Dom* or the *Reichshof*, a chime of tenor bells sprinkles a tune over you from somewhere just south of the sky, when, if you are wise, you will make haste to rise and cross the Rhine, where a new tower rises to mark the International Press Exhibition, "Pressa," now in progress.

I never thought I should advise my countrymen traveling abroad to revise their schedules, if necessary, to take in an exposition. I avoided them for many a year. I had thought their usefulness long since past—and so it is for world's fairs on the model of the Crystal Palace, the Centennial and Chicago. Both England and the United States lately learned at some expense that the successes of such enterprises could not now be repeated. But an exposition built around an idea is another matter. If this idea is a vital force in the life of today, and being developed in every civilized country according to that country's conditions and in its distinctive spirit, there

is nothing more suggestive and valuable to the world than a world clearing-house of experience in these developments. Such was the Exposition of Decorative Arts at Paris in 1925, to which I went languidly, being in town at the time, and from which I was with difficulty drawn away. Every country in Europe had something to display to show what it was doing in the arts of decoration; every corner crackled with experiments in color, line and mass: darting from one to another were buyers and sightseers gathering samples and impressions. A show never registered more rapidly in foreign lands: I returned to New York while it was still going on, and as I drove up Fifth Avenue I thought it had been moved into our shop-windows.

But the arts then shown at Paris—and being shown there in the same fascinating fashion this year—are in the main those used in decorating *la femme*, and after all, the world could manage to get on without these embellishments, engrossing as they sometimes seem to be. But the world could not get on at all without the press—not the world into which we were born. That is one reason why this "Pressa" is the most important of the world's fairs of the new type—the other being that it is worthy of its subject. That is why any traveling American interested in the products of the printing press, or in the conditions under which news is gathered and sent out, or in printing, paper, or the machinery that now produces or distributes either, in the education of the printers, illustrators and journalists of the future, or in the cultural and ethical position of the printing industry in Eu-

rope and America today, should at least be told about "Pressa" and nudged in its direction.

We need sometimes to be shaken out of our own newspapers. We fit into them as into nothing else on earth. It takes a long time for an American to learn to open a London morning paper in the middle to get at the news, and not a few of us are like an old friend who told me her friends died in the *Herald*. Here one sees all the newspapers of the world—including Continental giants of circulations that manage to get into the millions without our knowing anything about them—dailies as different as *De Telegraaf* and the *Christian Science Monitor*, illustrated magazines, the religious press, each with an exhibit of all its activities showing its country as in no other way a stranger could see it. Here are demonstrations of every method of transmitting ideas: photographs and moving pictures sent for you by wireless, radio and cable stations and post offices operating open to inspection, electric maps lighting the course of the word across the globe, and countless devices for putting all this information into graphic form, for the press being by its very nature a world-affair, something like a common language must be arranged to make everything clear to everybody; and pictures and symbols go a long way toward that. Advertising appears in every form known to man, from the most economically condensed want-ad to the latest artistic appeal to hang on the walls. You may spend all your time in the halls for printing-machinery, where I spent a good part of mine watching this unbelievable new Lanston Monotype "jobber" chugging away under its breath, competently turning out slugs six feet long with letters large enough for the largest poster.

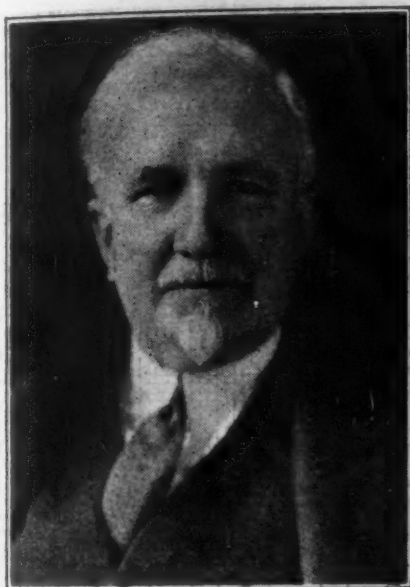
Or you may go in for fine printing, in which case I advise you to spend your first day in the German section. For here, beyond a doubt, the most refreshing and exciting exhibits appear, the very air in Germany being now explosive with creative energy in the arts and crafts. This is not to say, however, that they have by any means all there is. Almost every country exhibits; a hemicycle of national buildings beyond the general exposition halls opens upon a park with bands playing beyond

fountains. On the day of the opening every printer and publisher in Central Europe must have been there; I did not know there were so many silk hats left in the world, for even in Threadneedle Street the topper tends to disappear. On this day the American exhibit was not quite ready to open, but enough was in place to see that the *Chicago Tribune* was showing, the *New York Times* and the *New York Herald-Tribune*, the *International News Service* and all our Schools of Journalism. There was no general exhibit of American printing but two well-known printers had made a private showing—John Henry Nash of San Francisco and the house of William Edwin Rudge.

Next door in the English building the Newspaper Proprietors' Association was putting the last touches on 500 square feet of space with an historical exhibition showing the progress of printing and the Press in Great Britain, beginning with a specimen of the Caxton Indulgence, 1476, and including examples of the finest presses in England today. The Dutch exhibit will be a surprise to many an American; Norway has a huge relief map with lights winking from one centre of communication to another; Austria has put the pick of her museums on show; on the other horn of the half-moon from us the Soviets set out a curious exhibit, largely in symbols, diagrams and puppets, of what has been and what is struggling to be; its walls are lined with huge enlarged portraits of crowds, anonymous and vaguely sinister. Everywhere, especially in the sections for Central Europe, you see youth being encouraged, in prizes and contests, to put its fresh vision and young blood into press design, illustration and general invention.

There is of course no possibility of giving in this space anything like a description of the whole effort in "Pressa," but two of its features at once impress the thoughtful observer. The first is the architecture: the second, the arrangement. For two or more years the city of Cologne and a host of committees from here and elsewhere have been preoccupied with "Pressa," and now it has risen less an aggregation than an organism. The buildings have unity and purpose, and in consequence the beauty that comes from these. They are of brick and concrete, but, as everything in this new Germany,

Noted Names in American Publishing... old and new



Mr. George H. Doran

No name is better known in modern publishing on both sides of the Atlantic than that of George H. Doran. His stars at birth must surely have been set to make him a publisher, for the steady stream of splendid books that have borne his imprint, and his constantly enlarging list of successful authors, including such names as W. Somerset Maugham, Arnold Bennett, Frank Swinnerton, Michael Arlen, H. G. Wells, Irvin S. Cobb, Mary Roberts Rinehart, Hugh Walpole, Conan Doyle, and many others, most certainly indicate a natural aptitude for the field he chose.

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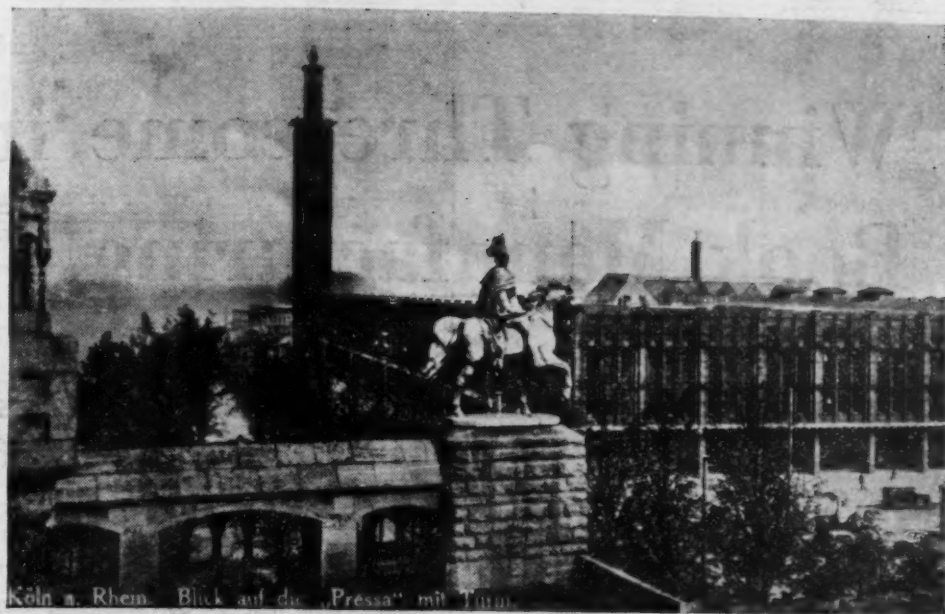
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View of the new building in Cologne which houses the International Press Exhibit

concrete and brick are used as and for themselves, as if stone or wood had never existed. This forthright acceptance of modern means of architectural expression has given a sincerity to Germany's newest buildings vastly refreshing after the years of pseudo-classic and quasi-baroque experimentation that preceded the war. You may see more of this if you go on for an hour further north to Dusseldorf, attend the Art Exposition and dine in the most beautiful restaurant building in Europe. You may dine, however, in the newest and next most lovely one in "Pressa" itself, on the river.

Building in Europe

The second feature, the arrangement, is like that of a good anthology, which should make it possible to begin at any poem and find in it something that naturally leads into reading the next. From one stand to another the visitor thus moves without a sense of break, whether he go from right to left, down this corridor or up that. Another result is that he remembers what he sees, as one recalls a logically arranged speech when a discursive one is forgotten.

This extraordinary care in arrangement is a feature that recommends itself to book-sellers. Window-dressing and indoor display may learn a great deal from these booths, whose design has been not to huddle as many items as possible nor to crash into the eye with a single item meaninglessly repeated, but to present the most attractive feature in the most attractive fashion.

Here, as in regard to printing, one cannot so much as pass thru the central hall without getting any number of new ideas about this important art.

As for the crowd in attendance, it was too early when I was there to see whether it would be as international as the exhibits. The rain was falling on that day, and the Three Ice Saints who preside over their dates around the tenth of May in this part of Europe were doing their best to congeal it as it fell. Now that this grasping trio—for they laid hold on most of the month and all of the Continent—have loosed their grip, and summer is sending its usual crowds to register at the American Express Company, a steadily increasing throng is bound to follow the brilliant Pressa posters on the walls of the steamship companies, and find itself in Cologne. The long list of congresses and conferences announced to succeed each other thru the months until its close in October, will gather attendance from many cities beside those in Germany and Austria. That this is the hope of the sponsors there can be no doubt. It is expressed in the almost touching determination that everyone who comes from abroad shall have a good time. I set off for the opening with scarce an hour's preparation, with not even a visiting card—and that, in literary circles on the Continent, is but one degree better than without a passport—with no credentials beyond a single sheet of *Saturday Review of Literature* note-

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paper with my name on it as one of the editors, and with a German vocabulary that gives way sharply on any unaccustomed strain—the strain to which it is accustomed going no further than Heine and how to order *Johannisberger*. On the opening morning before the public was admitted I had but to state my case to a young man beside the portal with an anxious and benevolent eye and three languages, and he not only passed me thru the main entrance but sent word ahead to get me past the inner guards. At least five times that morning I went thru what I believed to be a door into some inner court and found myself somewhere on the outside, to begin all over again, and every time someone listened to my halting German explanations and managed somehow to get me around into the proper channel without apparent irritation. They are taking pains, infinite pains, to give visitors, especially from across

the Channel or the ocean, so good a time that they will tell the folks at home what a good time they had.

On the first night everyone went to the feast in the mediaeval banquetting-hall over the Rhine, and in one of the many speeches with which the dishes were garnished Ambassador Schurmann said it was significant that just across from the cathedral tower that was five centuries in building there had sprung up, one might say in a night, the Pressaturm, builded beautiful and true. The press must do its work over night and work for the hour, but there must be at the back of its brain some vision of permanence of ideals and of a slowly-growing culture, and one of these must correct and condition the other. So, after all, I find that there has come a change over Cologne Cathedral since last I saw it. It is now not the only pinnacle on the horizon that stands for a world-hope.

Harcourt, Brace Enters a New Publishing Field

To Issue Pegasus Press Publications

THE broad field of art publication and fine printing is to be entered on a large scale by Harcourt, Brace & Company by arrangement just completed with the Pegasus Press of Paris, an organization that will publish books in several countries and in several languages. A special department in the Harcourt office is being worked out in charge of Raymond Everitt, who has gone abroad to make a first hand study of the production plans. The contacts with the bookstores, thru whom the public is to be reached, are being carefully prepared for the fall, when the books will begin to arrive.

The program of the Press includes several major divisions, one being the Pantheon Series, which will present, by the finest reproductive processes and with text by accepted authorities, the art treasures of Europe. Among the volumes are "English Mediaeval Painting" by Tancred Borenius and E. W. Tristram, "English Illumina-

tion" by O. Elfrida Saunders, "Spanish Romanesque Sculpture" by A. Kingsley Porter, etc.

The second division will take on special interest because of its relation to the history and bibliography of printing and books. There will be volumes on various aspects of paper-making, book binding, book illustration, etc., including, for example, "Italian Writing Books of the Sixteenth Century" with an introduction by Stanley Morison and fifty illustrations, "Seventeenth Century French Specimen Book." "The Italian Book, Its History and Its Place in History" and there will be many others of similar character. Each will run to two or three volumes. The third type of undertaking is "Monumenta Cataloniae," a series of volumes devoted to a well-defined branch of Spanish art in a special field which has been too little studied.

The fourth division of the program includes the Bodoni edition, a series of

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NO longer does the home library consist of a bookcase and an array of false bookbacks and little-read literature. Modern interior architecture and literary demands have swung toward the installation of built-in bookcases and the purchase of fine non-fiction and scientific books. This combination means much to the publisher.

Today, most books are bought to be read and kept. Their external appearance is a definite part of the decorative scheme. Discerning buyers are looking for beauty and grace that will enhance book-shelf appearance.

Books that bear the Conkey Winged Horse imprint possess the attributes of fine appearance and long service. When you engage Conkey facilities you reap the benefits of over a half-century's accumulation of bookmaking skill. It is a profitable investment.

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Good
Bookmaking
Since 1877*

CONKEY-MADE BOOKS

July 7, 1928

63

classics, to be printed by special permission of the Italian government from original Bodoni types of the eighteenth century. The Italian government has given special permission to use the original types of this great designer. The volumes will be printed on hand-made French or Italian papers, and probably a few on vellum. Among the books planned for this series are Michaelangelo's "Sonnets," printed from the author's own selections, "Sonnets from the Portuguese," Shakespeare's "The Tempest," Shelley's "Epipsychidion."

Other announcements are volumes such as the great work on Egyptian art "Documents pour servir de l'Art Egyptien" by Jean Capart, in four volumes, limited to 500 copies, for which a large number have already been subscribed in Europe, the work on the "Caracteres de l'Excriture"

by Stanley Morison, "The Writing Book" of Andres Brun, sixteenth century master whose work is reproduced in facsimile, and a volume on "Jean de Tournes."

In taking over this important enterprise, Harcourt, Brace & Company are endeavoring to give American booksellers carefully planned assistance, in order that they may build up this type of business steadily and in order that the collectors of every city may be sought out and put in touch with the announcements. The circulars will be prepared with advance solicitation in mind, and those booksellers who have not previously entered the field of fine and rare bookselling may well be expected to find it possible with the help given to make the right connections and continue to get the benefit of the increasing American interest in fine art books and American printing.

SPANISH ROMANESQUE SCULPTURE

BY

A. KINGSLEY-PORTER



TWO VOLUMES WITH
About 180 pages of text and
160 plates in collotype

PANTHEON / CASA EDITRICE / FIRENZE
THE PEGASUS PRESS / PARIS

MADRIGALE LV

COME portato ò gia piu tempo in seno
L'inmagin, Donna, del tuo uolto impresa,
Or che morte f'appresfa,
Com preuilegio amor ne stampi l'alma,
Che del carcer terreno
Felice sie 'l dipor suo griue falma.
Per procella o per calma
Con tal segnio ficura
Sie come croce contro a suo auersari;
E donde in ciel ti rubò la natura,
Ritorni, norma agli angeli alti e chiari,
C'a rinouar s'impari
La su pel mondo un spirto, in carne inuolto,
Che dopo te gli resti il tuo bel uolto.

Title-page of the Pegasus Press "Spanish Romanesque Sculpture" and type-page in Bodoni from Michaelangelo's "Sonnets," printed from the author's own selections

A N N O U N C E M E N T



MONOTYPE—Customers of the Quinn & Boden Company will be glad to learn that we have installed a complete monotype composition department for their convenience. From now on, publishers whose books are manufactured in our plant will have at their disposal a number of distinguished series of monotype faces, of American and British design, in addition to the extensive linotype equipment which has been available hitherto.

We shall be glad to show specimens of monotype composition to any publishers who are interested.



QUINN & BODEN COMPANY, INC.

Book Manufacturers

RAHWAY ~ ~ NEW JERSEY

A Million Dollar Library for Two Hundred and Fifty Dollars

Bessie Graham

Author of "The Bookman's Manual"

IT is possible at the present day to have a million dollar library in counterfeit. Books valued in the originals at over a million dollars may be had in facsimile for about \$250. The generosity of our rare book collectors in allowing their treasures to be reproduced in facsimile or in reprints has made accessible to students some very valuable bibliographic material. Public institutions are beginning to follow the good example of private owners and are reproducing their great rarities, which have often hitherto been difficult of access. There is now an abundance of facsimiles and reprints to be had for comparatively small cost. Indeed a million dollar library can be had in replica when it could not be had at all in the original, for the originals will probably never be offered for sale.

Copies of rare books coming from the press today are in many instances so like the originals as to involve a real danger of fraud. R. W. Chapman who printed the Oxford facsimiles has confessed that he is not unaware of what evil uses unscrupulous persons may make of them. He has said that his facsimile of Gray's *Eton Ode* may some day very conceivably be taken out of its wrapper and reduced to a plausibly shabby condition and vended as an uncut original. To make things difficult he has printed on the verso of each title page a statement of the facts. Thomas J. Wise in his facsimiles has used a dated watermark in the paper to the same end of frustrating fraud.

While facsimiles may be so good as to lead to base uses this does not lessen their great value for legitimate purposes. They make possible the repair of very rare books from which pages are missing. The substitution of a facsimile page for a lost page is a practice that greatly enhances the use if not the value of an imperfect copy.

Another great service rendered by facsimiles is their vicarious use. They instead of the originals are worn out. So

many people treat books as an osteopath might that to pass around from hand to hand a Kilmarnock Burns or a First Folio Shakespeare is to shorten the book's life if not the owner's. For that reason every rare book collector keeps facsimiles on hand for exhibition purposes, and who shall say how often the counterfeit passes for legal tender?

In the instruction of students in bibliography in our colleges there is no method more practical than the use of facsimiles. Let them learn the "points" from the duplicate. They will then know what to look for in the original.

Facsimiles are usually of two kinds, the type facsimile and the photographic. The type facsimile is an imitation of the original made by the printer with fountface, paper, margins, illustrations, pagination, binding, etc., as near to those of the original as possible. The photographic facsimile is a reproduction done by means of photography, a picture being taken of every page of the original.

The type facsimile is approximate, the photographic is identical. But while the photographic is more accurate it is less legible. Type facsimiles do not claim to reproduce all defects, such as battered letters and cracked ornaments. They make the same obvious mistakes as the original made and retain all the identifying points, but they sometimes cannot help printing it a little better than it was printed in the beginning. The photographic facsimile, of course, changes nothing but it could never pass counterfeit for the original as the type facsimile might.

Manuscript facsimiles are necessarily photographic. Two recent ones are of especial interest. Doran's issue in facsimile of the manuscript of Arnold Bennett's "Old Wives' Tale" is a great curiosity. The original was entirely in holograph and hand printed thruout rather than hand written. The marvelous legibility of the

microscopic characters and their continued evenness over a length of 500 pages make the book a wonder and delight. Brentano's did a fine piece of work in the facsimile of the complete manuscript of Lamb's essay of "Dream Children." Elia's handwriting makes easy reading and in his erasures and corrections we seem to be hearing him think aloud.

The reproduction of old books in "re-prints," such as those available in the Tudor and Stuart Library (*Oxford*), is an exact repetition of the text without being in any way a facsimile. These re-prints are examples of "period printing." The matter of the original is reproduced exactly but the manner is approximate of the period rather than of the original. They are printed from types dating from 1660 and they are bound and stamped in styles "contemporary with the contents." The Tudor reprints include such an interesting reproduction as Browne's "Religio Medici" done in exact reprint of the text of the first authorized edition at the special request of Sir William Osler.

Collotype facsimile being in color is the most costly of all forms of reproduction. William Blake's handpainted pages cannot be reproduced in anything but collotype. The Blake facsimiles of *Dutton, Harvard, Payson, Random House* and *Minton, Balch* are slightly more expensive but they are among the most beautiful ever made.

The making of photographic facsimiles goes on every day in a large library by means of the photostat. The New York Public Library made as many as 59,528 prints of manuscripts, early printed books, first editions, periodicals, newspapers, maps, music, family trees, coats of arms, patents, diagrams, illustrations, and portraits. This service in libraries is increasing in leaps and bounds because of the great saving in

time and in cost. When an absolutely accurate copy of a printed page may be had for twenty or thirty cents according to the size of the page, the labor of copying in long hand, or even by typewriter, does not pay. A photostat copy, moreover, is free from the errors and omissions to which the most careful copyist is liable. A pamphlet on the Photostat by Charles F. McCombs is published by the New York Public Library for 15 cents.

The Library of Congress on January 1, 1928, issued the first printed L. C. cards of facsimiles to be found in the larger libraries of the United States. This new service was in response to an appeal from the Committee on Photographic Reproduction in the American Bibliographical Society. About forty libraries have agreed to supply to the Library of Congress entries of photographic copies of books and manuscripts in their possession, to be printed by the Library of Congress.

The first instalment of cards is ready. It contains cards for reproductions in the series "Collection of photographic facsimiles" issued by the Modern Language Association of America, and also cards for reproductions of rare books in Michigan and in Princeton Universities.

Libraries which have not already subscribed to this service are invited by Herbert Putnam, Librarian of Congress, to cooperate both by subscribing and by contributing cards of photographic reproductions in their possession. The cards are supplied at the usual rate of 4 cents for the first copy and .015 cents for additional copies. One hundred cards a year will be printed.

First edition facsimiles are the most popular in the booktrade. A list of facsimiles from well-known publishers follows.

D. APPLETON & COMPANY

Carroll, Lewis, pseud. (Charles Lutwidge Dodgson).

"Alice's Adventures in Wonderland." Illus. by John Tenniel. 1927. \$2.50.

A facsimile reproduction of the first American edition of 1866. The sheets of the Appleton first edition and of the very rare British first edition are identical. A good account of the publishing of this book is to be found in "A Portrait of a Publisher" by Grant Overton. *Appleton*. 1925. \$1.00.

ATLANTIC MONTHLY PRESS

Dickens, Charles.

"A Christmas Carol." With an introduction by A. Edward Newton. 1921. \$2.00

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NEW YORK

sole agents: Louis Dejonge & Co. New York, Philadelphia, Chicago.

A facsimile of the first edition of 1843, containing four woodcut vignettes engraved by W. J. Linton and four full-page etchings from drawings by John Leech, colored by hand. It is known as "Dickens's prettiest book" and owing to the great cost of the colored plates the author's returns were very small. A very few copies were issued with the title-page in red and green with yellow end-papers. These copies all have the chapter heading, "Stave I" and bring \$500. Later issues have the title page in red and blue with green end-papers. They have the chapter heading, "Stave One," and bring \$150.

An account of this book is also to be found in Mr. Newton's "Amenities of Book Collecting." See also the facsimile by Lauriat.

BONI & LIVERIGHT

Burns, Robert.

"Poems Chiefly in the Scottish Dialect." Being the Kilmarnock edition of the Poems of Robert Burns. 1928. \$2.50. (Announced but not yet published.)

First printed in Kilmarnock by John Wilson in 1786. It was a handsome octavo volume of 240 pages and was without doubt the best printed book that came from Wilson's famous press. The text consisted of 44 poems, songs, epistles, epitaphs, and epigrams. The printer's account shows that 612 copies of this edition were printed and that they were stitched in a blue paper cover. This volume has been reproduced faithfully in every detail. A copy of the original edition sold in London for 6000 pounds.

E. P. DUTTON & COMPANY

Blake, William.

"The Marriage of Heaven and Hell." 1927. \$10.00.

A full color facsimile with a note by Max Plowman. Reproduced from an original copy of the work printed and illuminated by the author between the years 1825-27, and now in the Fitzwilliam Museum, Cambridge, England. This was the last copy Blake made.

"A Vision of the Book of Job." Edited by Joseph H. Wicksteed. With 21 reproductions of illustrations. \$4.00.

FUNK & WAGNALLS

Shakespeare, William.

Complete Plays. \$2.50.

A facsimile of the first folio of 1623 edited with introduction by Halliwell-Phillips. Bound in cloth. Over 1000 pages.

HARVARD UNIVERSITY PRESS

Blake, William.

Illustrations to Young's "Night Thoughts." 1927. \$35.00.

Folio, limited edition, loose plates in portfolio. Introduction by Geoffrey Keynes. Five pages are reproduced in color and 25 in monotone.

CHARLES E. LAURIAT COMPANY

Dickens, Charles.

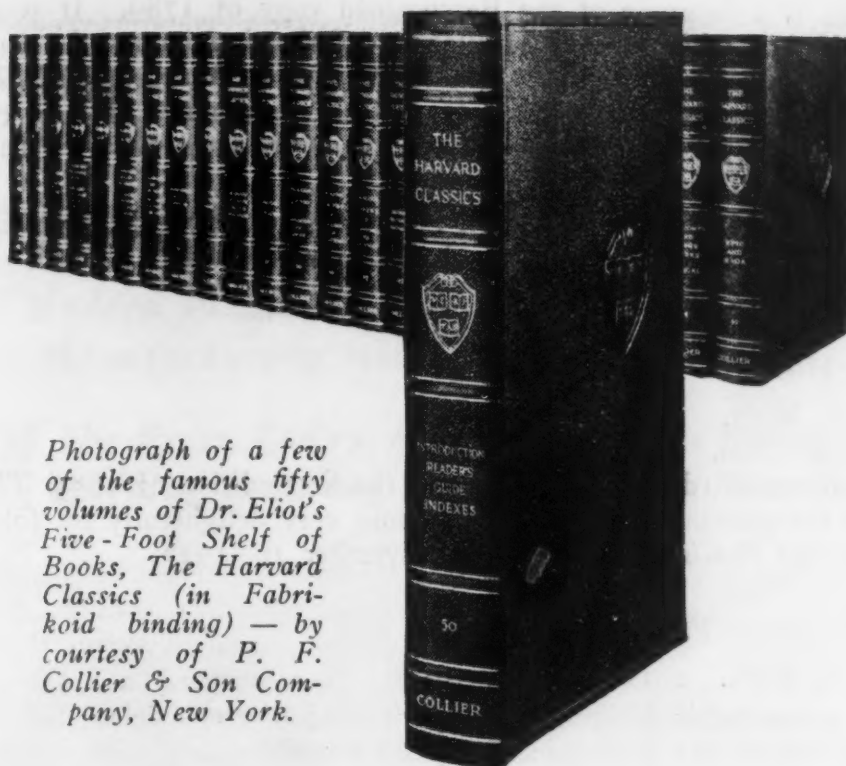
"A Christmas Carol." With an introduction by G. K. Chesterton and a Preface by B. W. Matz. 1924. \$2.00.

The best facsimile of the Carol to be had. It reproduces the coloring of the illustrations and the original faded reddish-brown binding better than any other. This edition was printed in Great Britain and the English profits go to the Benevolent Book Trade Society. See also the Atlantic Monthly facsimile.

MINTON, BALCH & COMPANY

Blake, William.

"Songs of Innocence." 1926. \$5.00.



Photograph of a few of the famous fifty volumes of Dr. Eliot's Five-Foot Shelf of Books, The Harvard Classics (in Fabrikoid binding) — by courtesy of P. F. Collier & Son Company, New York.

Fabrikoid covers make people say *"Let's look inside"*

THE quiet dignity that means quality, the pleasing appearance that invites attention—indeed, the recipe for faster selling books is so simple! Perhaps this accounts for the fact that more publishers every day are having their editions bound in Fabrikoid.

inspection. These covers are fresh and clean—and stay that way. Their durability is unquestioned. They are costly in appearance yet not in dollars. They are easy to bind, can be printed or embossed with gold or foil, and will take any decorative treatment.

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MAKES COVERS SAY "ATTENTION!"

This is a facsimile of the Beaconsfield copy of 1789. It was made for Isaac D'Israeli who was one of Blake's occasional patrons. It was presented to the British Museum by the widow of Bernard B. Macgeorge of Glasgow and is one of the earliest colored copies. It lacks four plates of later copies, these are included in the facsimile from the other copy in the British Museum.

"Songs of Experience." 1927. \$5.00.

Reproduced from the Hamilton Palace copy of 1794 in the British Museum in the size and colors of the original edition which was engraved, printed, and colored by Blake himself.

THOMAS B. MOSHER

Whitman, Walt.

"Leaves of Grass." 1905. \$7.50.

A memorial edition in facsimile of the first edition of 1855. The romantic story of the printing of this book was told very delightfully by John T. Winterich in the *Publishers' Weekly* of November 19, 1927.

OXFORD UNIVERSITY PRESS

The Holy Bible. 1611. \$11.75.

A photographic facsimile slightly reduced of the original black letter edition of 1611 of the King James or Authorized version, with a bibliographical introduction by A. W. Pollard, and 62 illustrative documents. The same reproduction in Roman type, \$3.00.

Blake, William.

Letters to Thomas Butts. 1800-1803. \$8.50.

Burns, Robert.

The Kilmarnock Burns. 1786. \$15.00.

Bound in full crushed levant blue. See also Boni & Liveright.

Chatterton, Thomas.

The Rowley Poems. 1778. \$1.70.

Type facsimile of Tyrwhitt's third edition. Poems supposed to have been written by Thomas Rowley and others in the fifteenth century.

Collins, William.

Persian Eclogues. 1742. \$2.00.

From Thomas J. Wise's copy of the very rare original.

Ode Occasion'd by the Death of Mr. Thompson. 1749.

From Thomas J. Wise's copy of the rare original. Folio.

Cowper, William.

Poems. 1798. \$1.50.

On the Receipt of My Mother's Picture and The Dog and the Water Lily.

Dryden, John.

"Alexander's Feast; or, The Power of Musique." 1697. \$2.00.

From an uncut copy in Worcester College Library.

"MacFlecknoe." 1682. \$1.50.

From Thomas J. Wise's copy, the only uncut copy of the rare original.

"Annus Mirabilis." 1666.

Gay, John.

"To a Lady on her Passion for Old China." 1725. \$1.50.

From Thomas J. Wise's all but unique copy.

Gray, Thomas.

"Ode on a Distant Prospect of Eton College." 1747. \$1.20

From Thomas J. Wise's copy, the only uncut copy known of the very rare original.

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CHAP. I. THE NEW LINOTYPE GRANJON AND ITS DESIGNER, MR. GEORGE W. JONES, ONE OF THE GREAT PRINTERS OF THIS GENERATION. A FEW WORDS OF EXPLANATION.

NEITHER wholly old nor wholly new, as is true of most types of great usefulness, Granjon is something between an original creation and a copy of a classic face. Its basic design was drawn from classic sources, but there was no hesitancy in deviating from the model where four centuries of type-cutting experience indicated an improvement, and when modern methods of punch-cutting made possible a refinement beyond the skill and equipment of the sixteenth century originator.

A printer — one of the great printers of this generation — needed a type. He needed a type to meet his own exacting requirements for book and publication work of the highest order. Being a man who spared no pains to achieve his end, he resolved on the creation of a type that he could use with complete satisfaction. Of this type, named Granjon as a compliment to a great typesetter and printer, *The Fleuron* has said: It is "a book face worthy to rank with Caslon for usefulness, with Centaur for beauty; sharp enough for publicity, clear enough for a dictionary." Granjon bears no relation to any face cut by the man it was named for. It is based chiefly

21

Page arrangement
from the
"Gospel According
to St. Luke" —
John Day Co., '26

This Page Is Set in

GRANJON

A new Linotype face created for fine book and publication work. Three of the "Fifty Best Books" of 1927 were Granjon-set, and it is used for the new type dress of *Scribner's Magazine*, and *Life*.

Ask for a copy of the Linotype Magazine (as printed by Rudge in both letterpress and aquatone) showing Granjon in a variety of effects, and in all sizes from 8 pt. to 24 pt. Just write your name, address and firm on the margin of this page.

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San Francisco, New Orleans
Canadian Linotype, Ltd., Toronto
Representatives in All Principal Cities

• TRADE **LINOTYPE** MARK •

"Poems." 1768. \$1.25.

With two other poems published in Gray's lifetime. The first book from Walpole's Strawberry Hill press.

"Elegy Wrote in a Country Church Yard." 1751.

From Thomas J. Wise's copy of the precious original. Quarto.

Johnson, Samuel.

"Prologue to Comus." 1750. \$1.50.

Written by Dr. Johnson and spoken by David Garrick at a benefit performance of "Comus," April 1750. From a copy in the possession of Professor R. W. Rogers, compared with the British Museum copy. This is the Prologue which Dr. Rosenbach bought at Stan Henkels in a bundle of pamphlets for \$3.60, afterwards refusing an offer of \$5000 for it, according to "Books and Bidders."

"Proposals for Printing Bibliotheca Harleiana." 1742. \$2.50.

Reproduced in facsimile by collotype from Mr. E. Joseph's immaculate copy of the original folio hitherto unrecorded, containing Johnson's account of the Harleian Library.

"The Vanity of Human Wishes." 1749.

From a copy lent by Sir Charles Firth, collated with the British Museum copy. Quarto.

Keats, John.

"Endymion." 1818. \$3.50.

Milton, John.

"Poems." 1645. \$3.00.

Pope, Alexander.

"Epistle to Dr. Arbuthnot." 1734. \$2.50.

"Of the Characters of Women." 1735. \$1.70.

Prior, Matthew.

Occasional Verses. 1702-19.

Printed from copies of the original single leaf editions, one in the possession of Mr. R. W. Chapman, the remainder lent by Mr. Thomas J. Wise. Folio. Shakespeare, William.

Poems and "Pericles." 5 vols. \$49 original bindings, \$28 paper boards. 5 vols. in 1, \$31.50 and \$24.50.

Collotype facsimiles of the first editions of "Venus and Adonis," 1593, of "Lucrece," 1594, of "The Passionate Pilgrim," 1599, of the Sonnets, 1609, and of "Pericles," 1609. Done by Sir Sidney Lee in 1905. Sir Sidney's famous collotype of the First Folio done in 1902 is out of print.

Shenstone, William.

"The School-Mistress." 1742. \$1.85.

Smart, Christopher.

"Song to David." 1763. \$2.00.

Thomson, James.

"Britannia." 1729. \$2.25.

From R. W. Chapman's copy.

PAYSON & CLARKE, LTD.

The English Replicas series. Photographic facsimiles uniformly bound in white Japan vellum and gray boards. Desire for uniformity in the height and width of the series has compelled departures from the marginal measurements of the originals. The fly leaf of each volume contains a note giving the date and present location of the replica's original.

Blake, William.

"Poetical Sketches." \$2.00.

Reproduced from the first edition of 1783 in the British Museum.

"Lyrical Ballads." 1798. \$2.00.

Browne, Sir Thomas.

"Hydriotaphia" and "The Garden of Cyrus." 1658. \$3.50.

Collins, William.

Odes. 1746. \$2.00.

De Quincey, Thomas.

A Diary of Thomas De Quincey. Edited by H. A. Eaton. 1928. \$6.00.

A replica of a manuscript never before published. The Diary was written by De Quincey at the age of seventeen in the year 1803. A printed version accompanies the replica. This is not one of the English replica series.

Donne, John.

"The Anatomie of the World." 1621. \$2.50.

"The First and Second Anniversaries." 1625. \$2.50.

Fitzgerald, Edward.

"The Rubáiyát of Omar Khayyám." 1859. \$2.00.

A facsimile of the very book which Quaritch put out on the pavement for sale and which Rossetti and Swinburne bought for 2d in passing.

Goldsmith, Oliver.

"The Deserted Village." 1770. \$2.00.

Bearing on its title-page an engraving of Goldy, "the sad historian of the pensive plain."

Jonson, Ben.

"The Alchemist." 1612. \$2.50.

"The best in structure, the swiftest in pace of all his comedies."

Keats, John.

Poems. 1817. \$2.00.

"Lamia," "Isabella," "The Eve of St. Agnes" and Other Poems. 1820. \$3.50.

Published during the last and most miserable year of Keats's life. A copy of this edition was found on the body of the dead Shelley.

Milton, John.

Minor Poems. 1645. \$2.50.

Containing "On the Morning of Christ's Nativity," "L'Allegro," "Il Penseroso," and "Lycidas," which Milton's modesty entitled his "minor" poems.

"The Areopagita." 1644. \$2.00.

Shakespeare, William.

Shakes-Speare's Sonnets. 1609. \$2.00.

A reproduction of the quarto of 1609.

Shelley, Percy Bysshe.

"Adonais." 1821. \$2.00.

The Pisa edition.

Spenser, Edmund.

"Amoretti et Epithalamium." 1595. \$2.00.

From the British Museum copy. Only seven copies exist of this record of Spenser's courtship and marriage.

PRINCETON UNIVERSITY PRESS

Balzac, Honoré de.

"Cromwell," a five act drama. A facsimile of the original manuscript, with an introduction by Walter Scott Hastings. 1925. \$15.00.

RANDOM HOUSE (Nonesuch Press)

Blake, William.

"Pencil Drawings." \$15.00.

82 reproductions in collotype of drawings chosen and annotated by Geoffrey Keynes.

Promote Reading Among Printers

A CAMPAIGN for promoting reading is being conducted by the United Typothetae of America. The objective is to stimulate an interest among printers and future printers in books on printing, as working tools for the betterment of the industry. A central committee at the association's headquarters consists of Mrs. Frances B. Green, Supervisor of the Bureau of Research, Ralph Gross, editor of the *Typothetae Bulletin* and Fred J. Hartman, Director of the Department of Education.

To initiate the U. T. A. campaign the committee is securing data from authorities on "The Ten Best Books for Printers and Why." A committee made up of printers, Typothetae secretaries and managers, editors of printing trade journals, prominent teachers of printing, members of the American Library Association and the National Association of Book Publishers, is being appointed to cooperate with the central committee in classifying the books in saleable units.

The Modern Trend

MONTAGUE LEE, President Montague Lee Company, Inc., New York gave an address before the New York Employing Printers Association on "The Modern Trend."

This address was published in *The American Printer*.

"The modern trend in type faces is readily enough described," he said. "This trend is clearly marked and can be disposed of briefly, and, I think, with the complete concurrence of everyone who is interested in typography. But the estimation of the true value of this trend is altogether another matter and one in which we may err widely. For whenever we are in the midst of any new and radical movement in the arts, it is difficult, to gage that movement accurately.

"First of all, what is this trend? In my opinion it is clearly toward any and all types of unusual, striking design. Such types first came to us in dribblets from French and German foundries. In the past few years, these importations have in-

SPECIAL ANNOUNCEMENT

To the Bookbinders

A New Book Cloth Plant was recently started under the supervision of *Edward F. Percy*, for thirty-five years connected with the Holliston Mills, of Norwood, Mass., and for eighteen years, the plant superintendent.

The samples of *Nu Braintree Book Cloths* (including Linens, Vellums and Buckrams), recently submitted to the trade were pronounced perfect.

Nu Braintree Book Cloths will be sold direct from the plant to the binder, eliminating the heavy overhead sales costs which the binder now bears. You will therefore be getting the highest quality book cloths at a lower price.

Nu Braintree Book Cloths are made in a plant equipped with the newest and latest machinery, located ten miles from Boston, with excellent rail, truck and boat shipping facilities.

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creased astonishingly, and to meet the competition, American founders have cut one after another letter of bizarre design. Now we are in the midst of a veritable orgy of weird types. So numerous are these faces that it is difficult even to keep abreast of the day in identifying them. Sometimes we feel almost overwhelmed by their multiplicity and eccentricity.

"What we now call, for want of a better term, 'modern' or 'modernistic' typography originated principally in Austria and Germany and signs of it began to appear on the horizon quite a few years ago in Vienna and Berlin, and, later, in Paris. It might be pointed out, however, that movements in typography are invariably a phase of larger movements in the arts and crafts. It is easy to identify the period of a book by its typography. It is equally easy to do a piece of period typography, just as a decorator might do a period house. It has been very interesting to me to note how closely "modern" typography is allied to the "modern" interior decoration that preceded it slightly in origin, tho typography is more mobile, and the new typographic movement reached us somewhat ahead of the new movement in decoration."

Sixteenth Century Printing in France

TO the valued series of books on *Periods of Typography* Scribner has now added French Sixteenth Century Printing" by Alfred F. Johnson, who contributed two earlier volumes in this series on "The Italian Sixteenth Century" and "Early Basle Printing." Fifty pages of reproductions add clearly to the usefulness of the volume.

1928 Edition of the "Iconographie of Printing"

IN its official bulletin the Society of Master Printers of France announces that it has just published the 1928 edition of an annual, "Iconographie of Printing," which has met with success in France and other countries. This new edition contains more than 250 pages of literature with about 90 insets by various processes. The price is \$5 for the United States, Registered Post, free. The address of the Society is 7, rue Suger, Paris (VI^e).

Cornstalk Paper Makes Its Appearance

THE first commercial paper made from the pulp of cornstalks is to be seen in George M. Rommel's book "Farm Products in Industry," to be published July 25th by Rae D. Henkle Company. The paper, made by The Cornstalk Products Company, of Danville, Illinois, is manufactured by much the same processes used in the present making of wood-pulp paper, and the finished product is claimed to be superior to wood-pulp paper in tensile strength as well as other respects. Its printing qualities are equal to wood-pulp paper, according to the manufacturers of both the paper and the book.

At the present time production is limited to about ten tons daily, but the installation of additional machinery is soon to enlarge the plant capacity many times. Further details concerning this paper should soon be available.

The binding for a limited edition of 499 copies of "Farm Products in Industry" is made from cottonseed hulls, and resembles a good grade of imitation leather.

Some time ago as an experiment the government used a very small quantity of papers made from cane stalks and corn stalks. It is believed, however, that Mr. Rommel's book, which is also the first book written on the subject of utilizing farm waste in manufacturing industries, represents the first commercial use of this unique paper.

Brighter Bindings Exhibited at Atlantic City

THE trend toward the use of more colorful book bindings was shown in the display of books recently at the Du Pont Products Exhibit at Atlantic City. More than 100 volumes were included in the exhibit. These were bound in Fabrikoid in bright shades of red, blue, green and brown. A few of the books are bound in black. One of the large Boardwalk windows was devoted to the display, which attracted much attention. The setting has been arranged to give the effect of a reading room or library. The books used in the exhibit were published by Funk & Wagnalls.

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Printing of Today

AN important survey of contemporary printing is to be issued at once by Harper & Brothers entitled "Printing of Today," the volume being edited by Oliver Simon, typographer of the Curwen Press of London and for four years editor of *The Fleuron*. He is one of the most distinguished of English designers. Jointly editing the book with Mr. Simon is Dr.

Julius Rodenberg of the Deutsche Bucherei, Leipzig, who surveys the continental field, and will be responsible for the examples of work from France, Holland, Germany, Scandinavia, etc. The material selected will include not only title-pages but chapter headings, text pages, tail-pieces and illustrations, and the printing will be to a large extent done from actual type lent by the publishers and the printers responsible for the volume. The selections are not merely from the luxurious works but from books in the general trade field. There is to be a quarto trade edition with decorated paper boards, quarter-bound in cloth, as well as a limited edition of 300 copies for England and America.

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Paper Exports Increase

APRIL exports of paper and paper products, reports the *Paper Trade Journal*, were valued at \$2,395,854 as compared with \$2,351,118 for the same month of last year, while exports for the four months ending April this year were valued at \$9,947,910 as compared with \$9,169,757 for the same four months of last year.

During April book paper exports amounted to 1,453,468 pounds valued at \$127,682 as compared with 1,118,746 pounds valued at \$104,367 exported during April of last year. In April also 1,276,994 pounds of news print paper valued at \$46,076 were exported as compared with 2,145,001 pounds valued at \$100,853 during the same month of last year.

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doesn't think we shall ever see first editions done in this style. The non-buying of books is now a firmly established British instinct. Almost every stationer's shop has now its library attached, and obviously a flimsy bound book would be in a very bad state after a month or so." "The only price at which the majority of people will buy seems to be sixpence. Quite well-to-do folk hesitate to spend even 3/6 on a novel." The experiment of publishing paper books has been tried without success.

How Laid Paper Is Made

L AID paper is really watermarked paper, says *The Paper Salesman*, in which the whole surface is marked by a specially constructed dandy roll on the paper machine. If the same watermarked paper is made by the mill in wove and laid, the mill has two dandy rolls. While the wove is running, the dandy roll with only the name of the paper is down on the paper. To change to the laid, this dandy roll is lifted away and a laid dandy carrying both the name of the paper and the chain marks is put on the machine.

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Abbott, Johnston. Seigneurs of La Saulaye. \$2.50 Macmillan
Abbott, Lucy Thurston. Rusty cats. \$1 Barse
A B C primer and story book. Swan, K. 50 c. Barse
About your dog. Lemmon, R. S. \$2.50 Stokes
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Abraham (Israel), Jewish studies in memory of. \$2.75; \$4 Bloch
Abroad with Mayor Walker. Fuller, H. Shields Pub.
Accident insurance, Dictionary of. Welson, J. B. \$17.50 Pitman
According to John through the loud speaker. d'Humy, F. E. \$2.50 Stratford
Accounting method. Rorem, C. R. \$4.50 Univ. of Chic.
Across the world of Islam. Zwemer, S. M. \$3.50 or \$4 Revell
Adam, George and Pearl. Book about Paris. \$5 Harcourt, B.
Adams, Carl Bruno. Hidden strings. \$1 Four Seas
Adams, George Matthew. Just among friends. \$1.50 Morrow
Adams, Julia Davis. Swords of the Vikings. \$2.50 Dutton
Adams, Peter. Cork ship models and how to make them. \$1.25 (?) Dutton
Adcock, A. St. John. Glory that was Grub Street. 32 photos by E. O. Hoppé. \$2.50 Stokes
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Adventure. Forbes, R. \$4 Houghton M.
Adventure boys and the temple of rubies. Thompson, A. 50 c. Cupples & L.
Adventures in visitation evangelism. Kerna- han, A. E. \$1.50 Revell
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Adventures of an African slaver. Canot, Cap- tain. \$4 A. & C. Boni
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African jungle life. Dugmore, A. R. \$6 Macmillan
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Age of reason. Gibbs, P. \$2 Doubleday, Doran
Age of the gods. Dawson, C. \$5 Houghton M.
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- Betz, F. & G. A.** Modern German reader. Heath
- Beyond architecture.** Porter, A. K. \$1.50 Marshall Jones
- Bhagavadgita, The.** Hill, W. D. P. Oxford
- Bhavabhuti.** Mahavira-Cartian. (Punjab Univ. oriental pubs.) \$8 (?) Oxford
- Bible, Background of the.** Booth, H. K. \$2.25 Scribner
- Bible, Graphic.** Browne, L. \$2.50; \$7.50 Macmillan
- Bible reader's life of Christ.** Bement, B. H. \$2 Revell
- Bible stories.** See Livingstone, Katharine
- Bible stories for children.** (Stampkraft ser.) 50 c. Barse
- Bible stories, My mother's.** \$2 Cupples & L.
- Bibliographical Society of America, Papers of.** v. 20. \$2 Univ. of Chic.
- Bibliography of the Negro in Africa and America.** Work, M. N. \$12 H. W. Wilson
- Big brother club tales.** Wells, L. C. \$1.50 Christopher
- Big war ser.** See Kay, Ross
- Bigelow, Ellen Louise.** Daughter of an earl. il. \$5 (?) Marshall Jones
- Biggers, Earl Derr.** Fifty candles. (Popular copyrights) 75 c. Grosset & D.
- Biggs, John, jr.** Seven days whipping. \$2 Scribner
- Billie Bradley at Treasure Cove.** Wheeler, J. D. 50 c. Cupples & L.
- Billings, Sherrard.** Talks to boys in the Groton Chapel. \$1.75 Houghton M.
- Biltz and others.** Laboratory methods of inorganic chemistry. Wiley
- Bird, R. M.** Nick o' the woods. (American bookshelf) \$2.50 Macy-Masius
- Birmingham, George.** The runaways. \$2 Bobbs-M.
- Birney, Hoffman.** Steeldust, the story of a horse (tentative title). Il. by Charles Livingston Bull. \$2.50 Penn
- Bitter heritage.** Pedler, M. \$2 Doubleday, Doran
- Black Beauty.** See Wee books
- Black circle.** Scott, M. \$2 Clode
- Black heart.** Horler, S. \$2 Doubleday, Doran
- Black house in Harley Street.** Fletcher, J. S. \$2 Doubleday, Doran
- Blades, McCutcheon, G. B.** \$2 Dodd, M.
- Blake, George.** Gettin' in society. \$2 (?) Harper
- Blake, Gladys.** Dona Isabella's adventures. \$1.75 Appleton
- Blake's innocence and experience.** Wicksteed, J. \$5 Dutton
- Blanchard.** Elements of highway engineering. 2nd ed. by R. L. Morrison. Wiley
- Blasdale, W. C.** Quantitative chemical analysis. New ed. Van Nostrand
- Bleaching, dyeing and printing.** McMyn, J. W. \$1.75 Pitman
- Blitz, Samuel.** Nationalism a cause of anti-Semitism. \$2 Bloch
- Block cutting.** Dobson, M. \$3.75 Pitman
- Blood of things.** Kreymborg, A. \$2.50 Coward-McCann
- Blue jade lib.** See Gobineau, de
- Blue trousers.** Murasaki, Lady. \$3.50 Houghton M.
- Bluenose Express.** MacDonald, Z. K. \$1.50 Appleton
- Blueprint reading.** Brahdry, J. Van Nostrand
- Boccaccio, Giovanni.** Decameron tales. New ed. \$1.50 Sears
- Bodansky.** Laboratory manual of physiological chemistry. Wiley
- Bohemia, Caricatures of the Winter King of.** Beller, E. A. \$14 (?) Oxford
- Bohemia, Spell of.** Monroe, W. S. \$3.75 Page
- Bolton, Charles K.** See Stanwood, Edward
- Bomba the jungle boy on terror trail.** Rockwood, R. 50 c. Cupples & L.
- Bonaparte (Letizia) (Madame Mère).** Shaw, C. \$2 Viking
- Bonner, Mary Graham.** Miss Angelina Adorable. il. \$1.50 M. Bradley
- Bonsels, Waldemar.** Indian journey. il. \$4 A. & C. Boni
- Book about Paris.** Adam, G. & P. \$5 Harcourt, B.
- Book, Building of a.** Hitchcock, F. H., ed. \$3 R. R. Bowker
- Book of happiness.** Osborne, M., ed. 50 c. Volland
- Book of Indian crafts and Indian lore.** Saloman, J. H. \$3.50 (?) Harper

July 7, 1928

BOOK-BRYAN

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- Book of rainbows. Watson, E. M. \$1.50 Christopher
- Book of shrubs. Hottes, A. C. \$3 De La Mare
- Book of stories. Lardner, R. W. \$2 (?) Scribner
- Bookstaber, Philip David. Mary letters. \$1.50 Dorrance
- Booktrade directory, American, 1928. \$10 R. R. Bowker
- Booth, Harry Kendall. Background of the Bible. \$2.25 Scribner
- Booth (Herbert). Ottman, F. C. \$2.50 Doubleday, Doran
- Boreham, F. W. Fiery crags. \$1.75 Abingdon
- Borlans, Agnes, ed. Selections from Azorins' literary essays. 75 c. Longmans
- Borrowed reputations. Putnam, J. W. \$2 Macaulay
- Boston, Father takes us to. Humphrey, G. \$2 Penn
- Boswall, R. O. Theory of film lubrication. il. \$5 (?) Longmans
- Boswell, James. Hypochondriack. 2 v. \$15 Stanford Univ.
- Botanic terms, Glossary of. Jackson, B. D. \$5 Lippincott
- Botany, Elements of. Holman. Wiley
- Boulter, B. C. Pilgrim shrines of England. \$3.75 Dodd, M.
- Bourgeois revolution: 1917. 2 pts. Lenin, V. I. International Pubs.
- Bourgogne, L'art Roman de. Oursel, C. \$8; \$12 Marshall Jones
- Bower, B. M. Hay-wire. \$2. Little, B.
- Bowman, Isaiah. New world. 4th ed. \$4.80 World Bk.
- Bowman, Lorene. Fifteen funny monologues. \$1.35 Fitzgerald
- Boy Ranchers in Death Valley. Baker, W. F. 50 c. Cupples & L.
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- Boy who was. Hallock, G. T. \$2.50 (?) Dutton
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- Boyd, Ernest. Maya. Rev. ed. \$2 McBride
- Boys and girls' book of travel. Collins, A. F. \$1.75 or \$2 Revell
- Boys' Ben Hur. Wallace, L. \$2 (?) Harper
- Boy's book of camp life. Jessup, E. \$2.50 (?) Dutton
- Boy's book of pirates. Williams, G. A. \$1.50 Stokes
- Boys' life of Fremont. Seymour, F. W. \$2 Century
- Braden, James A. Little brother of the Hudson. il. \$1.75 Harper
- Bradley, Henry. Collected essays. Memoir by Robert Bridges. il. \$7 (?) Oxford
- Brahdy, Joseph. Architectural perspective composition. Van Nostrand
- Brahdy, Joseph. Blueprint reading. New ed. Van Nostrand
- Braine, Sheila E. Merchant ships and what they bring us. Il. by Charles J. de Lacy. \$1.50 (?) Dutton
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- Buchan, John.** Thirty-nine steps. \$2.50
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- Burnside, W. S.** Theory of equations. v. 2. Rev. by M. W. J. Fry. \$4.20
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- Business English, New style book of.** Hertzberg, M. J. \$1.75
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- Byrne, Donn.** Hangman's house. (Popular copyrights) 75 c. (Novels of distinction) \$1
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- Carter, R. G.** See Powel, Harford.
- Cartwright, Julia.** Beatrice d'Este. New ed. \$3 (?)
Dutton

July 7, 1928

CARTWRIGHT-CHRISTIE

- Cartwright gardens murder. Fletcher, J. S. 75 c. Grosset & D.
Case for Christianity. Rogers, C. F. \$3 Harper
Castillo, Carlos. Lecturas introductorias. (Junior college ser. in Spanish) Univ. of Chic.
Cat, the dog and the dormouse. Hall, A. \$2 Barse
Cat's eye. Freeman, R. A. 75 c. Burt
Catholic church and the Bible. Pope, H. \$1 Macmillan
Catholic looks at life. Walsh, J. J. \$2.50 Stratford
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Cavins, L. V. Standardization of American poetry for school purposes. \$1.50 Univ. of Chic.
Cemach, A. J. Surgical diagnosis in tabular outline. 500 il. (part col.). \$10 F. A. Davis
Chadbourne, Marc. Vasco. \$2.50 (?) Harcourt, B.
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Chambers, Robert W. Man they hanged. (Copyright ficiton) 75 c. Burt
Chambers, Robert W. Rogue's moon. \$2 Appleton
Chandler. North American orchards. Lea & F.
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Chapman, Guy, ed. Travel diaries of William Beckford of Fonthill. Houghton M.
Chapman, J. M. See Steiner, W. H.
Chapman, J. Wilbur. Awakening sermons. \$1.75 Revell
Chapman, Maristan. Happy mountain. \$2.50 Viking
Chapot, Victor. Roman world. (History of civilization). \$6.50 Knopf
Chappell, Clovis Gillham. Christ and the new woman. \$1.25 Cokesbury Pr.
Character development. Assn. for Child Study. \$1; \$2. Univ. of Chic.
Character monologues and recitations. Geiger, J. G. \$1.35 Fitzgerald
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Chequered career of Ferdinand Rudolph Hassler. Cajori, F. \$2 Christopher
Chemical analysis, Elements of qualitative. Scott, W. W. Van Nostrand
Chemical analysis, Quantitative. Blasdale, W. C. Van Nostrand
Chemistry, American. Hale, H. Van Nostrand
Chemistry, Introduction. Morris, J. \$1.75 Van Nostrand
Chemistry, Laboratory manual of physiological. Bodansky. Wiley
Chemistry, Laboratory methods of inorganic. Biltz. Wiley
Chemistry, Radiation in. Morton, A. R. Van Nostrand
Chenoweth. See Morrison.
Cherique. Porcher, M. F. W. \$1.75 Appleton
Cheyley, Frank W. Boy riders of the Rockies. \$2 Wilde
Child and the world. Naumburg, M. \$3.50 Harcourt, B.
Child nature and child nurture according to Nicolaus von Zinzendorf. Meyer, H. H. \$2.50 Abingdon
Child today and tomorrow, Your. Gruenberg, S. M. \$2.50 Lippincott
Childers, James Saxon. Hilltop in the rain. \$2 Appleton
Children, The. Wharton, E. \$2.50 Appleton
Children in the nursery school. Johnson, H. M. \$3 John Day
Children's play hour book: second hour. Southwold, S., ed. \$2 (?) Longmans
Chilean cousin, Our little. Winlow, A. C. \$1 Page
China, Explaining. Baker, J. E. \$5 Van Nostrand
China and foreign powers. Whyte, Sir F. \$1.25 (?) Oxford
China's children. Saunders, J. R. \$1.25 Revell
China's crucifixion. Weal, P. \$2.50 Macmillan
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Christ and the new woman. Chappell, C. G. \$1.25 Cokesbury Pr.
Christ, Bible reader's life of. Bement, B. H. \$2 Revell
Christ, Deeds done for. Marchant, Sir J. \$2.50 (?) Harper
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Christian faith, Essentials of the. Magill, H. R. \$2 Stratford
Christian, How to become a. Thornton, W. M. 50 c. Revell
Christianity, Case for. Rogers, C. F. \$3 Harper
Christie, Agatha. Mystery of the blue train. \$2 Dodd, M.

- Cibber (Colley), Life and times of. Senior, D. \$5 Rae D. Henkle
Cindy. Lane, R. W. \$2 Harper
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Clark (George Rogers). James, J. A. \$5 Univ. of Chic.
Clarke, Lois W. Elsie's triumph; No room in the inn; When day ran away. ea. 35 c. Fitzgerald
Class size at the college level. Hudelson, E. \$3 Univ. of Minn.
Classics in slang. Witwer, H. C. 75 c. Grosset & D.
Classified property tax in the United States. Leland, S. E. \$3.50 Houghton M.
Claude, Paul H. International rivalries in Manchuria, 1689-1922. 2nd. ed. \$3 Ohio State Univ.
Claudy, Carl H. Gold he found. \$1.75 Appleton
Clausen, Bernard C. Pen portraits of Calvary. \$1.50 Revell
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Clegg, Ernest. Map of Lindbergh's flights. col. \$2 John Day
Clinical medicine. Bethea, O. W. Saunders
Coach, The. Pier, A. S. \$2 Penn
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Cobb, Irvin. A laugh a day keeps the doctor away. (Star ser.) \$1 Garden City
Cobb (Ty) the idol of baseball fandom. Braathen, S. \$2.50 Avondale
Cockrell, Stephena. Hinge of heaven. \$2 Morrow
Cohen, Octavus Roy. Light shines through. \$2 Little, B.
Coker, William Chambers, and Couch, John Nathaniel. Gasteromycetes of the eastern United States and Canada. 'il. \$12 Univ. of North Carolina
Colbourne, Maurice. Social credit system. (Douglas system) \$2.50 Coward, McCann
Cole, G. D. H. Man from the river. \$2 Macmillan
Coleridge, Samuel Taylor. Rime of the ancient mariner. (Lowe.) 5c c. Merrill
Collecting. Lynch, B. \$2 (?) Harper
Collins, A. Frederick. Boys' and girls' book of travel. il. \$1.75 or \$2 Revell
Collins, A. Frederick. Fun with figures. \$2 Appleton
Collins, Dale. Vanity under the sun. \$2 Little, B.
Colorimetric analysis. Snell, F. D. Van Nostrand
Come with me through Belgium and Holland. Schoonmaker, F. \$2 McBride
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- maker, F. \$2 McBride
Comedy of errors. Shakespeare, W. Heath
Coming race and The haunTERS and the haunted. Lytton, Lord. 85 c. Oxford
Coming through the rye. Hill, G. L. 75 c. Grosset & D.
Commercial electrical measuring instruments. Archer, R. M. \$3 Pitman
Common book of poetry. New ed. \$1.50; \$3 Sears
Commonwealth and restoration stage. Hotson, L. \$5 Harvard
Comparative studies in Vedantism. Sircar, M. Oxford
Comstock, Harriet T. Penelope's web. \$2 Doubleday, Doran
Concrete, plain and reinforced. v. 2. Taylor. Wiley
Condon and Edholm. Dancing doll. (Popular copyrights) 75 c. Grosset & D.
Confessions of a Negro preacher. \$2 Canterbury Pr.
Congressional investigations. Eberling, E. J. Columbia Univ.
Congreve, William. Mourning bride, poems, and miscellanies. 85 c. Oxford
Connington, J. J. Mystery at Lynden Sands. \$2 Little, B.
Connolly, Myles. Mr. Blue. \$1.50 Macmillan
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Conquest. Carter, J. \$2.50 Harcourt, B.
Contract bridge. Whitehead, W. C. \$1.50 Stokes
Cook, E. Thornton. Their majesties of Scotland. \$6 (?) Dutton
Cooking, Hows and whys of. Halliday, G. \$2.50 Univ. of Chic.
Coolidge (Calvin), Legend of. Rogers, C. \$2 Doubleday, Doran
Coolidge, Dane. Under the sun. (Popular copyrights) 75 c. Grosset & D.
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Corinth, Guide to the excavations and museum of ancient. 50 c. Harvard
Cork ship models and how to make them. Adams, P. \$1.25 Dutton
Cormack, W. E. Narrative of a journey on foot across the interior of Newfoundland in 1882. il. \$1.20 (?) Longmans
Cornelia's customers. Winters, Jane. il. \$1.75 Century
Cotton, Jane Baldwin. Things is goin' as usule. \$1 Marshall Jones
Couch, John Nathaniel. See Coker, William Chambers.
Coulton, C. G. Art and the reformation. il. \$7.50 Knopf
Country of the dwarfs. De Chaillu, P. \$2 (?) Harper

July 7, 1928

COURNOS-DAY

- Cournos, John, ed. Fifteen finest short stories. \$2.50 Dodd, M.
- Cowling, George H. Preface to Shakespeare. Dutton
- Cradock, Mrs. H. C. Peggy and Joan. \$1.50 Barse
- Craine, E. J. Mystery of Seven Gables. il. \$1.75 Penn
- Crake, A. D. Edwy the fair: First chronicle of Aescendune. New ed. il. \$2 Longmans
- Crandell, Helen Hopkins. Little white cotton. col. il. \$1 Stokes
- Crawford, Jack. What to read in English literature. \$3.75 Putnam
- Crawford, O. G. S., and Keiller, Alexander. Wessex from the air. 50 il. \$16.75 (?) Oxford
- Credit system, Social. Colbourne, M. \$2.50 Coward, McCann
- Creel o' Ranns. Zimmerman, G. L. \$1.75 Dorrance
- Crew, Helen Coale. Trojan boy. il. \$1.75 Century
- Crile, George W. Problems in surgery. il. Saunders
- Crime Club pubs. ea. \$2 Doubleday, Doran
- New titles: Footner, H. Cap'n Sue—Campbell, A. Juggernaut—Fletcher, J. S. Black house in Harley Street—Horler, S. Black heart—Strange, J. S. Man who killed Fortescue.
- Crime code. Le Queux, W. \$2 Macaulay
- Criminal receivers. New York Grand Jury Association. \$1.50 Putnam
- Crimson trail. Sanders, C. W. 75 c. Grosset & D.
- Crofts, Freeman Wills. Sea mystery. \$2 Harper
- Crofts, M. Helena. Our jolly holidays. il. (Put-together book) Gabriel
- Crone, John S. Concise dictionary of Irish biography. Longmans
- Crooks, M. Touch typewriting for teachers. 9 il. \$2.25 Pitman
- Crowd, The. Miles, A. L. 75 c. Grosset & D.
- Crow's inn tragedy. Haynes, A. 75 c. Grosset & D.
- Crowther, Samuel. Presidency vs. Hoover. \$2 Doubleday, Doran
- Crowther, Samuel. See also Ford, Henry
- Croy, Homer. Caught. \$2 (?) Harper
- Cruise of the Sally. Hendrick, E. P. \$1.75 Page
- Cruse, Amy. English literature through the ages. \$5 Houghton M.
- Crussell, Edward H. Jobbing work for the carpenter, builder and handy man. Rev. ed. \$2.50 Scientific Bk. Corp.
- Cubberley. Field hockey analyzed. \$2 A. S. Barnes
- Cudley (Elizabeth), Duchess of Kingston. Curtis-Brown, B. \$2 Viking
- Curlytops growing up. Garis, H. 50 c. Cupples & L.
- Curry, Ethelwyn N. Petite Pauline. \$2 H. Vinal
- Curse of the Rechaviles. Masterman, W. S. 75 c. Grosset & D.
- Curtis, Alice Turner. Little maid of New Hampshire. il. \$1.50 Penn
- Curtis, Alice Turner. Yankee girl at Lookout Mountain. il. \$1.50 Penn
- Curtis, Kent. Drumbeater's Island. \$1.75 Appleton
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July 7, 1928

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- Morrison and Chenoweth. Normal and elementary physical diagnosis. Lea & F.
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- Motion picture projection. Cameron, J. R. \$6
Cameron Pub.
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- Motter, T. H. Vail. School drama in England. Longmans
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 "Mourning Dove," Co-ge-we-a. \$2.50 Four Seas
 Moynihan, Sir Berkeley. Addresses on surgical subjects. il. Saunders
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 Mukerjee, R., and Sen-Gupta, N. Mind in society. (Social relations ser.) Heath
 Mukerji, Dhan Gopal. Ghond the hunter. il. by Boris Artzybasheff. \$2.50 (?) Dutton
 Mulford, Clarence E. Mesquite Jenkins. \$2 Doubleday, Doran
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 Murder will out. Minot, G. E. \$2 Marshall Jones
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- Pacific, Mastery of the. Fox, Sir F. \$3 Sears
- Page, Leigh. Theoretical physics. Van Nostrand

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- Taylor and others. Concrete, plain and reinforced. v. 2. Wiley
- Teasdale, Sara. Answering voice. New ed. \$2; \$3 Macmillan
- Technical and industrial Spanish. Alonso. Heath
- Teleological judgment, Kant's critique of. Meredith, J. C., tr. pt. 2. \$4.25 (?) Oxford
- Telegraphy simplified, Automatic. Brown, C. W. \$1.75 Pitman
- Ten commandments of today. Niedermeyer, F. D. \$1.50 Stratford
- Tenderloin. De Haas, A. 75 c. Grosset & D.
- Tennis, Lacoste on. Lacoste, R. \$2.50 Morrow
- Tennis, Learning lawn. Nuthall, B. \$2.50 Duffield
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- Textile educator, Pitman's. 3 v. Mills, L. J. \$17.50 Pitman
- Textiles, Introduction to. Lewis, A. E. \$1 Pitman
- That magic fire. Bates, S. \$2 Houghton M.
- Their majesties of Scotland. Cook, E. T. \$6 (?) Dutton
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- Therapy, Prescribing occupational. Dunton, W. R. \$2.10; \$1.35 Charles C. Thomas
- Thermodynamics. See Gibbs, J. W.
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- Thompson, Ames. Adventure boys and the temple of rubies. il. (Jewel ser.) 50 c. Cupples & L.
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- Travel diaries of William Beckford of Font-hill. Chapman, G., ed. Houghton M.
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- Traveler's book of verse. Emmons, F. E. \$2.50 Holt
- Travels of Sammie the turtle. Bullard, M. \$2 (?) Dutton
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- Treasure of the lake. Haggard, H. R. 75 c. Grosset & D.
- Treasure ship. Brandane, J. \$2 Houghton M.
- Treasure Valley. Lamprey, L. \$2.25 Morrow
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- Treatment of diabetes mellitus. Joslin. \$9 Lea & F.
- Tree of knowledge. Baroja, P. \$3 Knopf
- Tricks, Tony Sarg's book of. \$5 Greenberg

- Tricks of women and other Albanian tales. Cooper, P. F., tr. \$4 Morrow
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Trimmed lamp. Henry, O. 75 c. Burt
Trojan boy. Crew, H. C. il. \$1.75 Century
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Tropic shadows. Safroni-Middleton, A. \$5 Barse
Tropical fruit. Harding, A. \$2 Duffield
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Vinacke, Harold M. History of the Far East in modern times. maps. \$7.50 Knopf
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Volumetric analysis. v. i. Kolthoff Wiley
Von Bohm, Max. Miniatures and silhouettes. \$5 (?) Dutton

July 7, 1928

VON ZIEKURSCH-WHITE

Von Ziekursch, Theodore. Where the waters turn. (Copyright fiction) 75 c. Burt
Waggoner, J. G. Beautiful sunset of life. \$1.50 Stratford
Wagner, Leopold. Saunterings in London. \$4 Houghton M.
Wagner, Mary Swain. Auction bridge rhyme and reason. Rev. ed. 50 c. Stokes
Wakefield, H. R. They return at evening. \$2 Appleton
Walker, Alberta, and Summy, Ethel. Manual to accompany Study readers, 1st yr., 2nd yr. ea. 25 c.; Work bk. for 1st, 2nd yr. ea. 28 c. Work-type cards. Merrill
Walker, C. Thompson. See Gloag, J.
Walker (Mayor) Abroad with. Fuller, H. Shields Pub.
Walker, Sydnor H. Social work and the training of social workers. \$2 Univ. of North Carolina
Wallace, Lew. Boys' Ben Hur. \$2 (?) Harper
Wallace, Schuyler. State administrative supervision over cities in the United States. Columbia Univ.
Walls of Jericho. Fisher, R. \$2.50 Knopf
Walpole, Hugh. Harmer John. (Popular copyrights) 75 c. Grosset & D.
Walsh, James J. Catholic looks at life. \$2.50 Stratford
Walter, H. C. and A. E. The patriot. \$2 Dutton
Waples, Douglas and others. Problem exercises for high school teachers. Univ. of Chic.
War among ladies. Scott, E. \$2.50 Little, B.
War debts: American view. Dexter, P. \$1.50 Macmillan
Warburton Stanley. Avatar in Vishnu Land. \$3 (?) Scribner
Warmingham, O. W. Flutes of summer. \$2 Badger
Water gardens and goldfish. Sawyer, R. V. \$1.50 De La Mare
Waters, Don. Call of shining steel. (Popular copyrights) 75 c. Chelsea House
Watkins, Richard Howells. Master of revels. (Crime Club) \$2 Doubleday, Doran
Watson, Evelyn M. Book of rainbows. \$1.50 Christopher
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Waugh, Evelyn. Rossetti: his life and works. \$3.50 Dodd, M.
Way of a panther. Stokes, D. C. 75 c. Grosset & D.
Wayfarer in French vineyards. Robson, E. I. \$3 Houghton M.
We fight for oil. Denny, L. \$3 Knopf
Weale, Putnam. China's crucifixion. \$2.50 Macmillan
Weaver, John V. A. Her knight comes riding. \$2.50 Knopf
Webb, Sidney and Beatrice. English local government. v. 7, pt. 2. Longmans
Webster, Henry Kitchell. Philopena. (Copyright fiction) 75 c. Burt

Webster, Henry Kitchell. The quartz eye. \$2 Bobbs-M.
Webster, Hutton. History of mankind. Heath
Wee books for wee folks. col. il. ea. 50 c. Altemus
New titles: Wee folks' Black Beauty; Prince Fearless; Story of the little mouse.
Weilerstein, Sadie Rose. What Danny did. \$1.25 Bloch
Weill, Blanche C. Behavior of young children of the same family. \$2 Harvard
Wells (Catherine), Book of. Introd. by H. G. Wells. Doubleday, Doran
Wells, Lena Clark. Big brother club tales. \$1.50 Christopher
Welton, J. B. Dictionary of accident insurance. \$17.50 Pitman
Welton, J. B. Insurance office organization and routine. \$2.25 Pitman
Wentworth, Patricia. Dower house mystery. (Popular copyrights) 75 c. Grosset & D.
Wentworth, Patricia. Will o' the wisp. \$2 Lippincott
Werremeyer, Daniel W. Answers to minimum essentials of mathematics. 24 c. Silver, B.
Wessex from the air. Crawford, O. G. S. \$16.75 (?) Oxford
West, Roscoe L., and Huntting, Ella. Geography of New Jersey. Silver, B.
West Virginia, Fifty years of. MacCorkle, Governor. \$5 Putnam
West wind. Garstin, C. 75 c. Burt
Western hemisphere, Our relations with the nations of the. Hughes, C. E. \$2 Princeton Univ.
Weston, George. Horseshoe nails. (Popular copyrights) 75 c. Grosset & D.
Weyman, Stanley. Lively Peggy. \$2.50 Longmans
Wharton, Edith. The children. \$2.50 Appleton
What Danny did. Weilerstein, S. R. \$1.25 Bloch
What everybody wanted. Singmaster, E. \$2 Houghton M.
What to read in English literature. Crawford, J. \$3.75 Putnam
Wheat flour and diet. Swanson, C. \$2.50 Macmillan
Wheeler, E. Manufacture of artificial silk. il. \$5 Van Nostrand
Wheeler, Janet D. Billie Bradley at Treasure Cove. il. 50 c. Cupples & L.
When Day ran away. Clarke, L. W. 35 c. Fitzgerald
Where the loon calls. Drago, H. S. \$2 Macaulay
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Whimsical whimsies. Kilburn-Kilmer, A. \$2 Avondale
Whistler, James McNeil. Art of Whistler. 32 il. Modern Lib.
White, Nelia Gardner. Joanna Gray. il. \$1.75 Penn

- White, Newman I. American Negro folk-songs. \$5 Harvard
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 Whitehill, Dorothy. Polly's Polly at boarding school. 75 c. Barse
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 Whitehouse, Elizabeth. Kingdom stories for juniors. \$2 Revell
 Whiting, John D. "S. O. S." il. \$2 Bobbs-M.
 Whitmore, Frank C. Liquefaction of coal. Van Nostrand
 Whittemore, C. W. Pipe down—sailor. \$2 Covici, Friede
 Who killed Gregory? Jones, E. \$2 Stokes
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 Who's who in journalism, 1928. Ask, M. N., ed. \$5; \$8 Who's Who In Journalism
 Why not grow young? Service, R. W. \$1.50 Barse
 Why-so stories. Rich, E. G. \$1.75 Little, B.
 Why we misbehave. Schmalhausen, S. D. \$3 Macaulay
 Whyte, Sir Frederick. China and foreign powers. 2nd ed. \$1.25 (?) Oxford
 Wicksteed, Joseph. Blake's innocence and experience. \$5 Dutton
 Widdemer, Margaret. Charis sees it through. (Popular copyrights) 75 c. Grosset & D.
 Widstoe. Success in irrigation projects. Wiley
 Wier, Albert E. Schubert at home. \$1.50 Appleton
 Wilbur, James B. Ira Allen: founder of Vermont. 2 v. il. \$12.50 Houghton M.
 Wild deuces. Larkin, R. A. \$2 Macaulay
 Wild life under the equator. De Chaillu, P. \$2 (?) Harper
 Wilderness house. Daingerfield, F. \$2 Appleton
 Wiley, Hugh. Here's luck. \$2 Sears
 Wilkins, George H. Flying the Arctic. \$2.50 Putnam
 Wilkins (Peter). Life and adventures of. Paltock, R. \$7 (?) Dutton
 Wilkinson, Emma Townsend. In the garden of Zeus. \$2 Four Seas
 Will o' the wisp. Wentworth P. \$2 Lippincott
 Williams, Franklin B. History of Middletown, N. Y. \$2 L. A. Toepp
 Williams, George Alfred. Boy's books of pirates. New ed. 29 il. (part col.) \$1.50 Stokes
 Williams, Valentine. Mr. Ramosi. (Popular copyrights) 75 c. Grosset & D.
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 Winchell. Elements of optical mineralogy. pt. 1. 3rd ed. Wiley
 Windermere ser. See Heal, Edith.
 Window, The. Rosman, A. G. \$2 Minton, B.
 Windsor beauties. Melville, L. Houghton M.
 Winlow, Anna C. Our little Chilean cousin. il. (Little cousin ser.) \$1 Page
 Winship, Edith A. See Leonard, Sterling A.
 Winters, Jane. Cornelia's customers. il. \$1.75 Century
 Winters, Yvor. Bare hills. \$2 Four Seas
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 Witwer, H. C. Classics in slang. (Popular copyrights) 75 c. Grosset & D.
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 With malice toward none. Morrow, H. W. \$2.50 Morrow
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 Woman who invented love. Da Verona, G. \$2.50 (?) Dutton
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 Wood, Charles Erskine Scott. Heavenly discourse. \$2 Macy-Masius
 Woodruff, Elizabeth. Dickey Byrd. Col. il. by Gustaf Tenggren and Carl Wehde. \$3 M. Bradley
 Wooldridge, H. E. Oxford history of music. v. 1. Polyphonic period, pt. 1 rev. by Percy Buck. il. \$6 (?) Oxford
 Work, Monroe N. Bibliography of the Negro in Africa and America. \$12 H. W. Wilson
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 World's best short stories of 1928. \$2.50 Minton, B.
 World's classics. ea. 85 c. Oxford
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July 7, 1928

WORLD'S-ZWEMER

- World's debt to the United States. Sherlock, C. C. \$3 Stratford
- Wren, D. & H. Handcraft pottery. 64 il. \$3.75 Pitman
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- Wren, Percival Christopher. Snake and the sword. (Popular copyrights) 75 c. Grosset & D.
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- Wright, Charles, and Fayle, C. Ernst. History of Lloyd's. \$10 Macmillan
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- Wrightsman, E. C. Spasmophilia. \$2 Badger
- Wrinch, Muriel. Your children. \$2 Stokes
- Wuarry wood. Shepherd, N. \$2.50 (?) Dutton
- Wulnoth the wanderer. Escott-Inman, H. \$2 Longmans
- Wyke-Smith, E. A. Marvelous land of Snegs. il. \$2.50 (?) Harper
- Wynne, Anthony. Red scar. \$2 Lippincott
- Wynnton, Patrick. Lady Zia. \$2 Doubleday, Doran
- Yankee girl at Lookout Mountain. Curtis, A. T. \$1.50 Penn
- Yates, Dornford. Perishable goods. \$2 Minton, B.
- Yeats, William Butler. The tower—Sophocles' King Oedipus, a version for the modern stage. ea. \$2 Macmillan
- Yes, Virginia. Griffith, H. S. \$1.50 Penn
- Yesterday's harvest. Pedler, M. 75 c. Grosset & D.
- Yet do not grieve. O'Riordan, C. \$2.50 Scribner
- Yore, Clem. Trigger justice. \$2 Macaulay
- You. Donisthorpe, S. \$2 Duffield
- You and the law. Darling, S. B. \$2.50 Appleton
- You and your dog. Kelly, F. C. \$1.50 Rae D. Henkle
- Young, Gordon. Vengeance of Hurricane Williams. (Popular copyrights) 75 c. Grosset & D.
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- Younghusband, Sir Francis. Life in the stars. \$3.75 (?) Dutton
- Your child today and tomorrow. Gruenberg, S. M. \$2.50 Lippincott
- Your children. Wrinch, M. \$2 Stokes
- You're young but once. Clancy, L. B. 75 c. Burt
- Youth goes forth. Hord, P. \$2 Revell
- Youth rebels. Averell, C. R. 35 c. Fitzgerald
- Yucatan, Thompson of. Thompson, E. H. \$3 (?) Marshall Jones
- Zimmerman, Gerald L. Creel O' Ranns. \$1.75 Dorrance
- Zimmern, Alfred. Learning and leadership. \$1.75 (?) Oxford
- Zinzendorf (Nicolaus von), Child nature and nurture according to. Meyer, H. H. \$2.50 Abingdon
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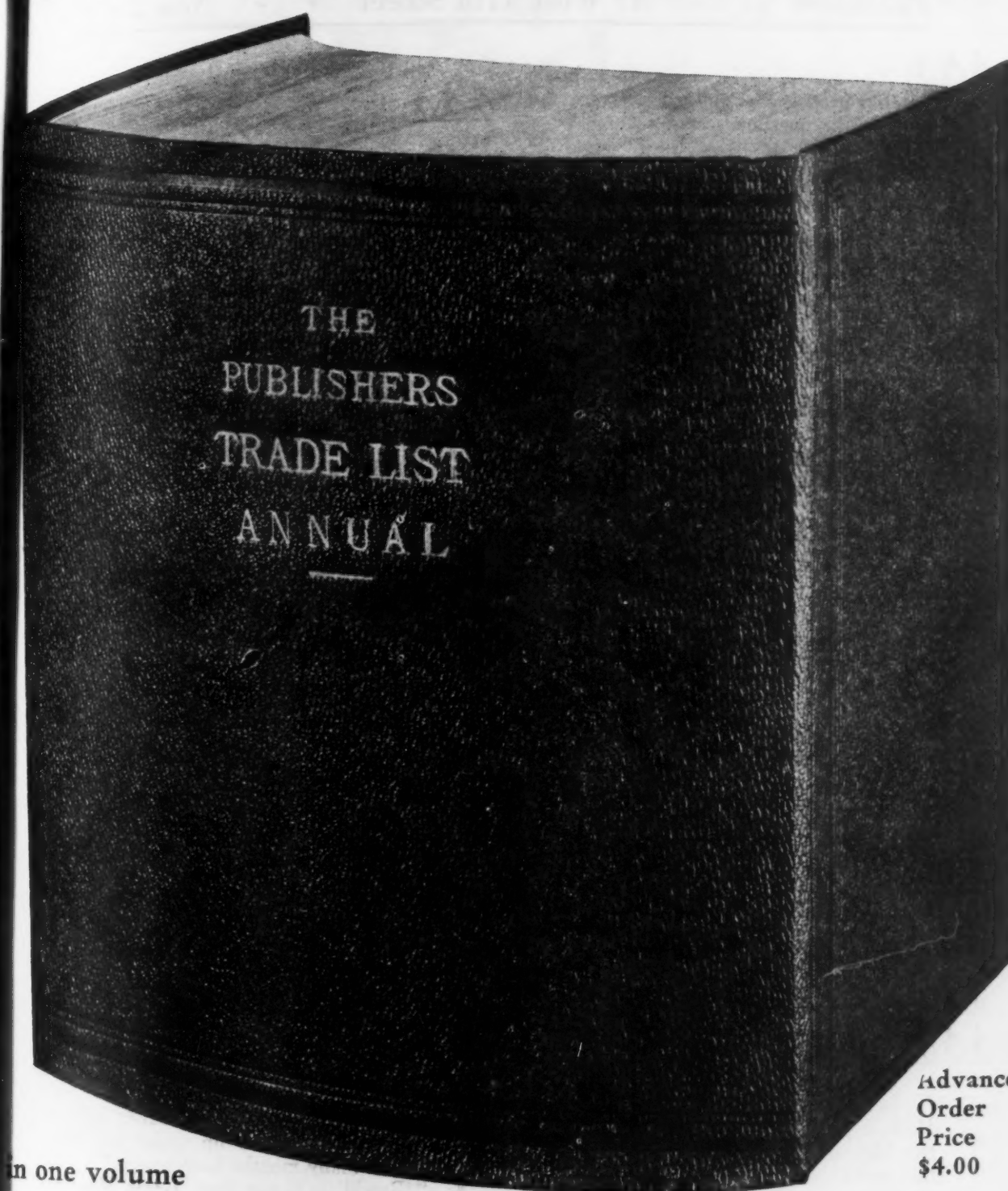
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The more *The Inner Sanctum* thinks about the Importance of Publication Dates, the less important the question seems.



Often have we discussed the problem with authors. Here are some of the "problems":

1. October is a bad month because too many important books are published then, and no book will be given attention by the reviewers.
2. Late Spring is impossible because it's supposed to be the slowest time in the retail book stores.
3. Summer is bad because F. P. A.—if he likes the book—won't say anything about it, because he's on vacation in July. Ditto August because HEYWOOD BROWN takes that month off.
4. January and February are the same as October—too many important books.
5. Any given day might be bad because a new FERBER or GALSWORTHY or LEWIS book might appear around the same time, reviews of which would swamp the interest in the sensitive plant about to be brought to light.



So far as *The Inner Sanctum* can judge, any time is a good time to publish a book excepting possibly the two weeks before Christmas.



As a matter of fact, our publication dates are scheduled on any convenient Friday. Always Friday.



Sometimes this Friday falls on the 13th of the month. Such is the case of *Show Girl* by J. P. McEvoy. (Note that it has previously been scheduled for July 27—but FRIDAY JULY 13TH IS THE DATE.)



A word about J. P. McEvoy, the author:

1. He is the author of the play, *The Potters*.
2. He is a graduate of Notre Dame, but also the highest paid greeting card writer in the world. MR. GEORGE BUZZA of Minneapolis knows this well.
3. He is a producer, having put on "America of 1926," which had a tremendous run.
4. At the moment he is a bit tired of The Drama, so has spent a few weeks in Hollywood in search of higher things, superintending the movie version of *Show Girl*, which will be released some time in the autumn.

5. He isn't as hard-boiled as he looks.



And about his book, *Show Girl*: read it.



And about its merchandising possibilities: Among them are:

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2. Open the book at random and observe the crazy-quilt typography . . . the kind which (we hope) will make any Casual Browser dig into his pocket for \$2.00.
3. A brand new way of telling a story: all in the form of letters, telegrams, newspaper reports, private detective communiques, and playlets.
4. As up to date as tomorrow morning's newspaper: (a) as to plot (b) as to humor (c) as to slang.



The initial advertising for *Bambi* has been scheduled. Among the large ads to appear are a full page in

1. The New York Times Book Review (Back Cover, July, 15th)
2. The New York Herald Tribune (July 22nd)
3. The Saturday Review of Literature (Back cover July 14th)



That's only half of the schedule. The rest, along with the word of mouth advertising of 50,000 of the Book-of-the-Month Club members, will start *Bambi* on its way.



LAST MINUTE NEWS: An advance issue of *The New York Times Book Review* has just reached *The Inner Sanctum*. Here is what is being said about *Bambi*:

1. "In 'Bambi' Felix Salten writes an animal story that is literature of the highest order" (headline).
2. "Felix Salten in 'Bambi,' takes you out of yourself."
3. "It is our prediction that Salten will have similar hosts lined up under his banner before many months have passed."
4. "'Bambi' is better than 'Green Mansions,' and that is praise of the highest."
5. "Throw away your Spinozan tomes of pantheism and read 'Bambi.'"



These are only a few quotes from only the first few paragraphs, but the P. W. boy awaits outside the Inner Sanctum for the copy.

—ESSANDESS.